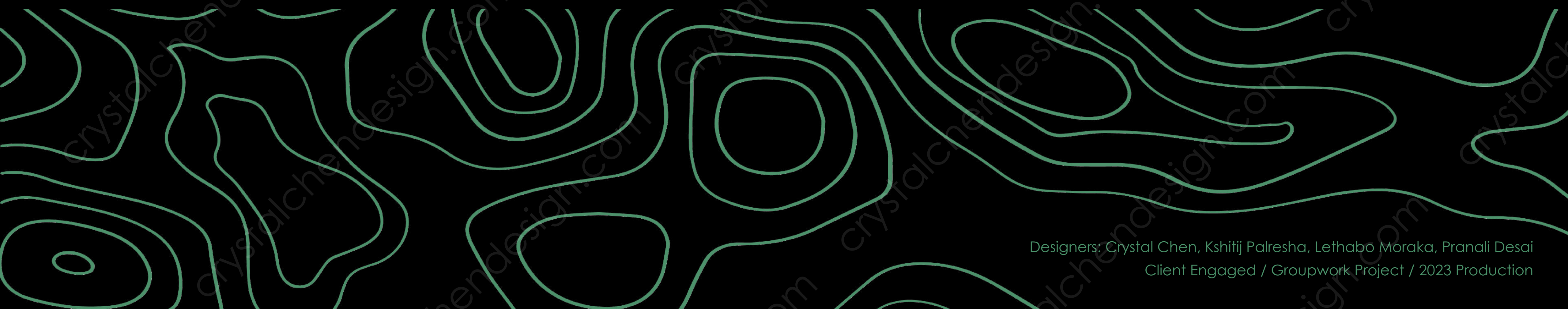


BIO-MOVEMENT

Using Dynamic Norms to Generate a Global Movement Regarding to Bio-planning for Super Nature Labs



Abstract

" How might we ignite a global movement of a not-yet "attractive" concept? "

Our client, Supernature Labs is an ambitious regenerative design and technology organization committed to reinventing the existing structures of the built environment. They propose the "Bio-planning", a hexagonal supercell grid, to replace the cartesian grid, to shape a more sustainable future cities.

By researching and synthesizing, we utilize a psychological concept, Dynamic Norms, which advocates that people are more likely to join a movement when they see new behavior emerges. We try to generate Dynamic Norms with Partnership, Certification, and Gamification, for both professional and general individuals to enhance their awareness of Bio-planning and thereby invite them to join the "Bio-movement". We also identify several easier-implement locations to map out an global expansion plan for Supernature Labs.

Agenda

- **Client & Challenge**
- **Value Relations**
- **Stakeholder Research**
- **Demand Synthesis**
- **Challenge Refinement**
- **Inspiration & Strategic Solutions**
- **Location Analysis & Mapping**

Client

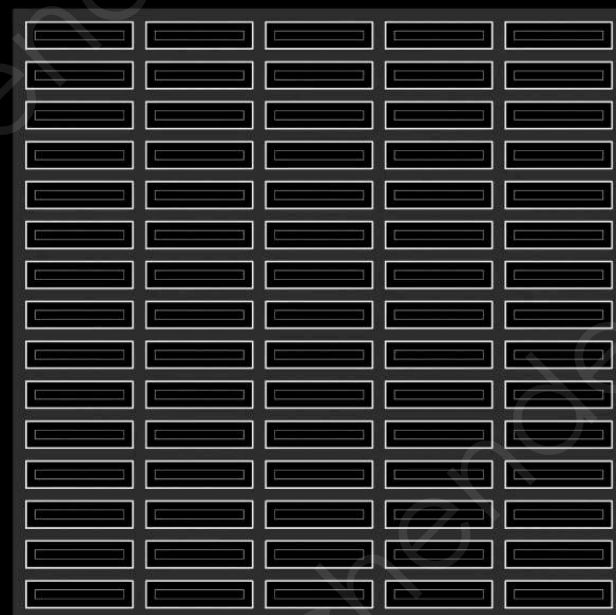


supernature
Labs

"Supernature Labs" is a regenerative design and technology organization committed to reinventing the existing structures of the built environment, and stopping urban sprawl as we know it.

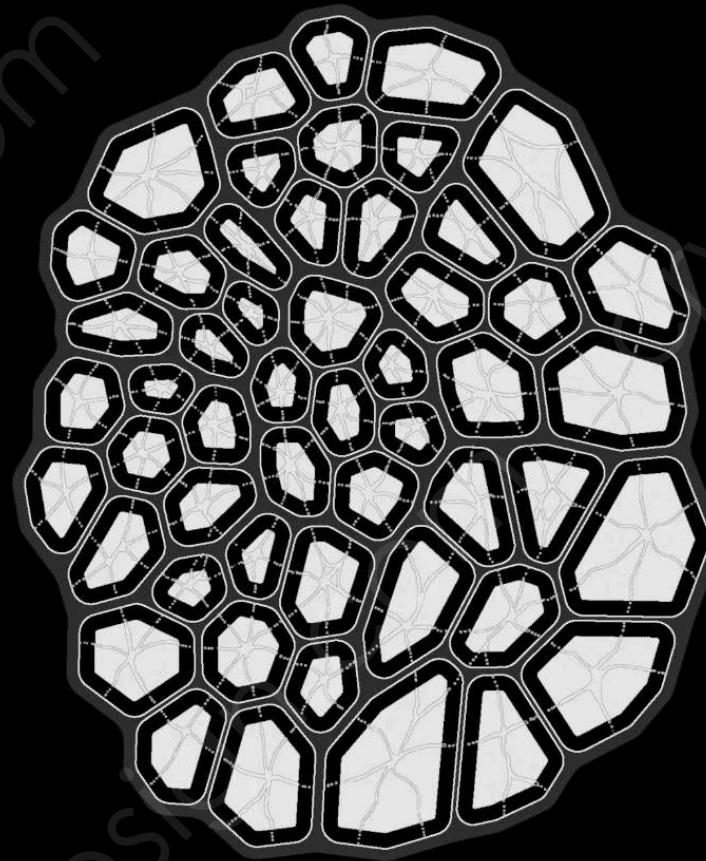
They advocate the concept "Bio-planning", which suggests to shift cities from the traditional Cartesian grid to a more adaptive, cellular planning model, allowing urban and building design to be more biophilic, biomimetic, regenerative, and community oriented.

"Bio-planning" Concept:



Cartesian Grid*

57% Building Area
43% Road Area
0% Natural Area



Supercell Grid

57% Building Area
18% Road Area
25% Natural Area

Challenge

Challenge Brief

Urbanism and Bio-planning | Supernature Labs is trying to make people's lives better with the concept of "Bio-planning". However, with a society that is often rooted in legacy mindset of cities, architecture, industries, and building. They are wondering **how to ignite a global movement of this not-yet "attractive" concept.**

Detailed actions in demand:



Challenge Decomposition

Actions in Demands

Higher **popularity** of the concept

Higher **awarenesses, more support**

More **sponsorships and partners**

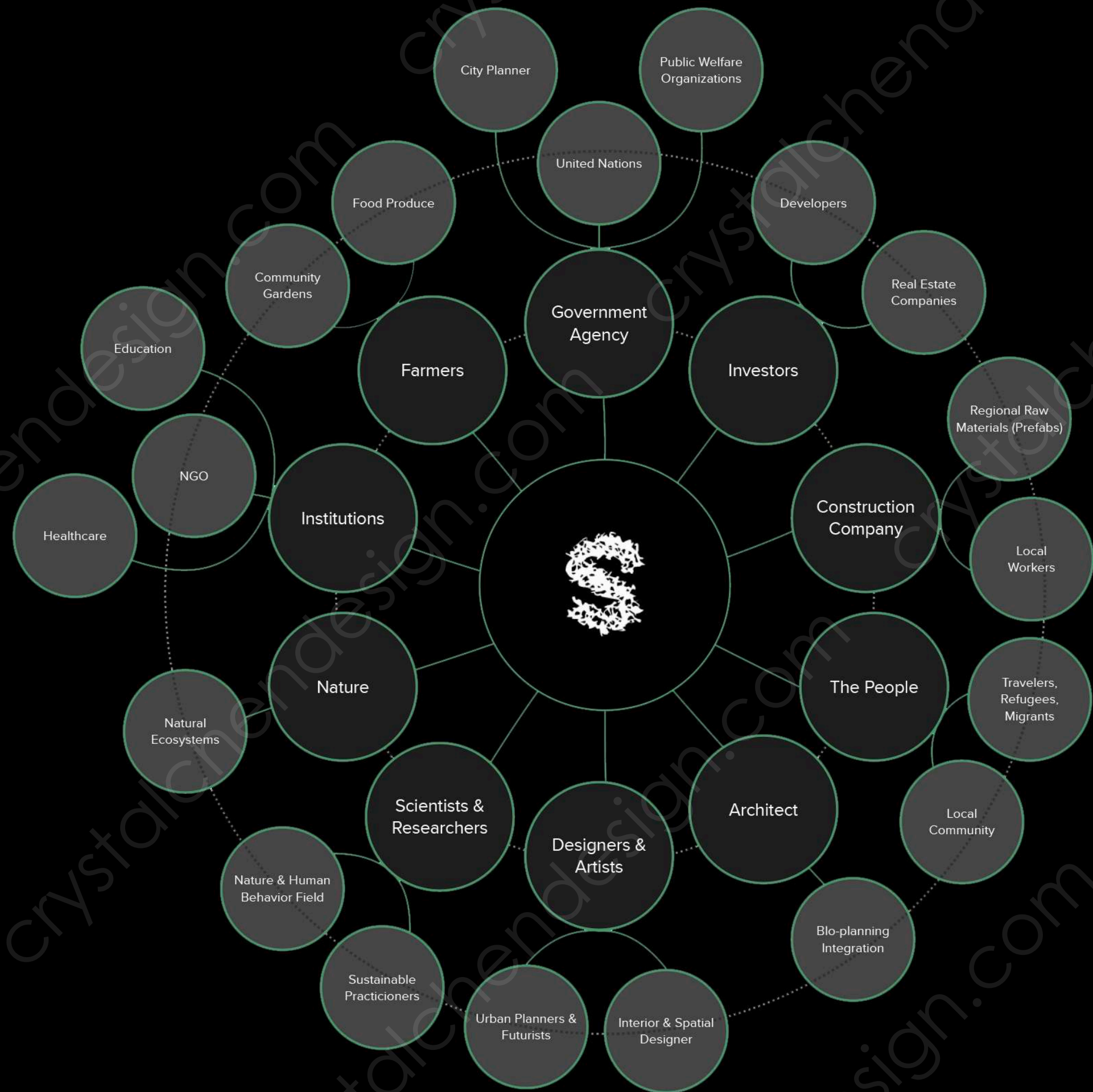
12 global labs as an expand starting point

Goal: Global Movement

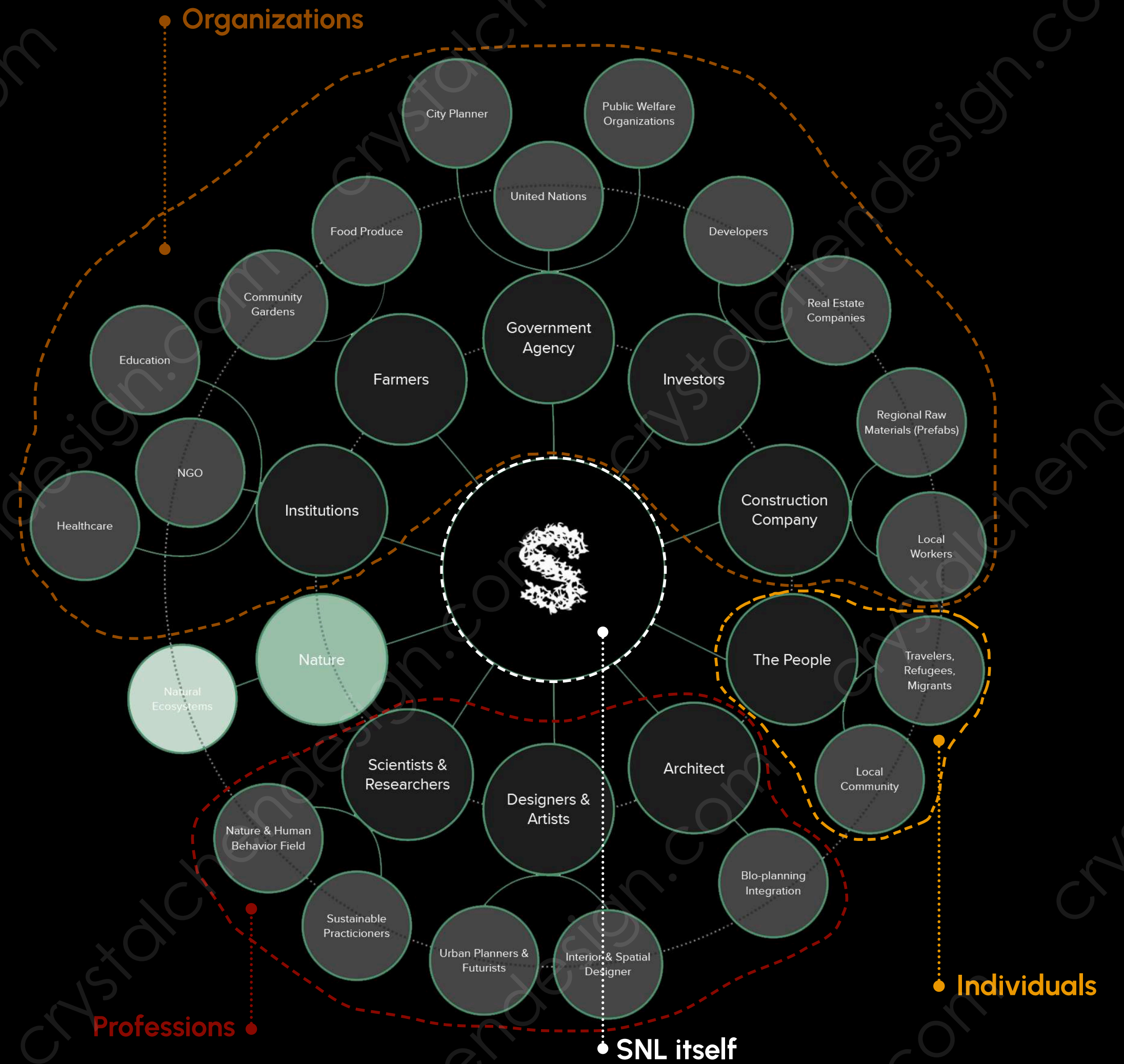
Value Relations

Who would be involve in achieving the movement?

Stakeholder Map



Stakeholder Categorization



Stakeholder Research

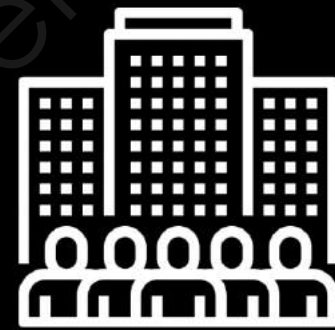
Observe or interview in every stakeholder category to see their demands and difficulties while approaching the movement, synthesizing possible direction simultaneously.

Interview (15 people in total, SNL *2, Organizations *3, Professions *5, Individuals *5)

How do they think about Bio-planning/the movement? What are the pros & cons, opportunities and difficulties?



SNL itself * 2



Organizations * 3



Professions * 5



Individuals * 5



"It's what we **passionate** with, it means a lot to the earth."

"Even though it's **not easy to implement**, but I will feel anxious to the earth if I stop executing this."

"It's hard cause **almost none of the investor would take the risk to invest** our brand new plan."

"It's **hard to validate** in the scientific size, and **hard to change** the original habits in the construction size."

"We **don't have any funding** right now."

"We **want the whole community** to understand what are we doing, and to **support** and respect this change."



SNL needs funding, more supports, and more influence.



"Anyone try this before? If no, I don't think we will take the risk to invest it, it's **hard to predict the payback!**"

"This founder is really **ambitious**, haha"

"The **market is terrible** now.. We **only invest in small project**, can't even compare to the usual one we have before. Not to mention this huge thing."

"Anyone **prove** this with data?"

"How can they **guarantee the citizen's acceptance?** Will they really like the thing you suggest from an academic side?"

"It's **socially responsible**, I would definitely invest it if I have enough **money**, haha"



Organizations needs more approval, validation, and reference to make a low-risk investment



"Actually **many historical cities**, like Paris, were **plan according to the similar way**. It's a good plan, but it's **hard to implement in a completely new place**, that's true."

"It's good definitely, but it also **has some practical restrictions**, like the transportation, and geographical conditions."

"It's... like a dream. I know it's good but I **don't think any of our clients will invest this.**"

"If they wanna popularize this plan to get more support, I think maybe they can **start from education**, but it's a **long-term process.**"

"It's really an advanced west-country thing, I **don't think our country** (part of east Asia) **have education related to this.**"



Professions need more detailed and professional education to build a stronger foundation & awareness



"I think **the way Manhattan goes is already perfect**, it's convenient and easy-understanding, with parks everywhere. **Why should we change?**"

"What's the exact benefits of this new plan? I **don't see outstanding advantages from it.**"

"Hmm, I mean yes the planet is what we need to care, but I **don't think I can contribute anything related to this.. urban planning thing right?** It's **too far away from my daily life.**"

"Is it literally the thing that our generation should care? I think I **am useless and weak to this topic.**"

"Sounds like a good plan, but **where should we start**, and what should I do? **How can I be a help?**"



Individuals need more general education to build awareness and see the possible way to help

Demand Synthesis

I extract, utilize, summarize and synthesize the informations and conclusions from the previous interview(stakeholder interviews) to take a closer look at the demands and see possible solution directions. The whole process has been through the following steps:

1. Extract key words from the interviews(shown last page);
2. Find out commonalities then categorize them based on different keywords;
3. Find out connections and relations between different categories;
4. List out findings and turn them into solution direction.

Key Words Extract

How is Bio-planning/the movement?

hard to implement	risky to invest	hard to predict results
hard to guarantee the effect	hard to predict user's acceptance	hard to validate
hard to change	no need to change	no support
socially responsible	ambitious	no funding
hard to predict payback	no approval	have practical restrictions
long-term process	not related to people's daily life	lack of education about this
too far way from daily life	general people feel useless and weak to help	sounds good, but not priority
no idea which generation should be responsible to it	it's good but many people don't care	not necessary to change
no direct benefits	no outstanding advantages	normal individuals are hard to contribute
don't know where to start	don't know how to help	no investment



Categorization

About Implementation Process

hard to implement	hard to change	have practical restrictions
no support	long-term process	

About Result/Effect/Influence

hard to predict results	hard to guarantee the effect	hard to predict user's acceptance
hard to predict payback	no approval	hard to validate

About Spirits

not necessary to change	no need to change	socially responsible
ambitious		

About Professions

lack of education about this

About Funding/Investment

risky to invest	no direct benefits	no outstanding advantages
no funding	no investment	

About General Individuals

normal individuals are hard to contribute	it's good but many people don't care
don't know where to start	don't know how to help
too far way from daily life	general people feel useless and weak to help
no idea which generation should be responsible to it	not necessary to change
sounds good, but not priority	not related to people's daily life



Synthesis

About Implementation Process

hard to implement	hard to change	have practical restrictions	long-term process
no support			

Look for easier-developed place to reduce costs and risks

About Result/Effect/Influence

hard to predict results	hard to guarantee the effect	hard to predict user's acceptance
hard to predict payback	no approval	hard to validate

Amplify social responsible value

About Spirits

not necessary to change	no need to change	socially responsible
ambitious		

More professional education to support

More general "education" to improve social awareness

About Funding/Investment

risky to invest	no direct benefits	no outstanding advantages
no funding	no investment	

About Professions

lack of education about this

About General Individuals

normal individuals are hard to contribute	it's good but many people don't care	not necessary to change
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don't know where to start	don't know how to help	general people feel useless and weak to help
too far way from daily life		



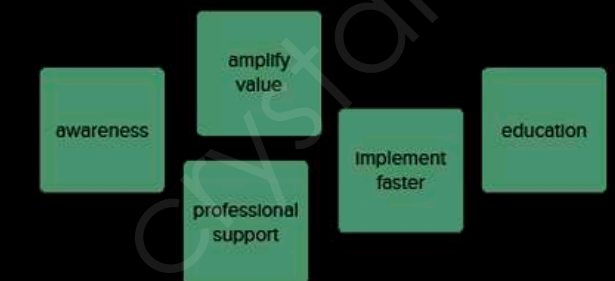
Solution Direction

List Out

- Utilize and **amplify the socially responsible value** of bio-planning to advocate **overall awareness**
- **Educate more professions** to prove, validate and support the plan
- Make **pervasive "education"** to all individuals to improve general social **awareness**
- Look for **non-developed** place to **implement faster and easier**



Extract Keywords



Finalize Conclusion

- **Build up a multi-functional strategy to improve both individuals' and professions' awareness regarding to Bio-planning, and look for possible locations to implement it easier, that the improvement will facilitate organizations to make lower-risk investment as well.**

Challenge Refinement

How might we...

Boost a more progressive, smooth, and credible movement of Bio-planning, by improving both general and professional awareness, and selecting lower-risks location for easier implementation?

Inspiration | "Dynamic Norms"

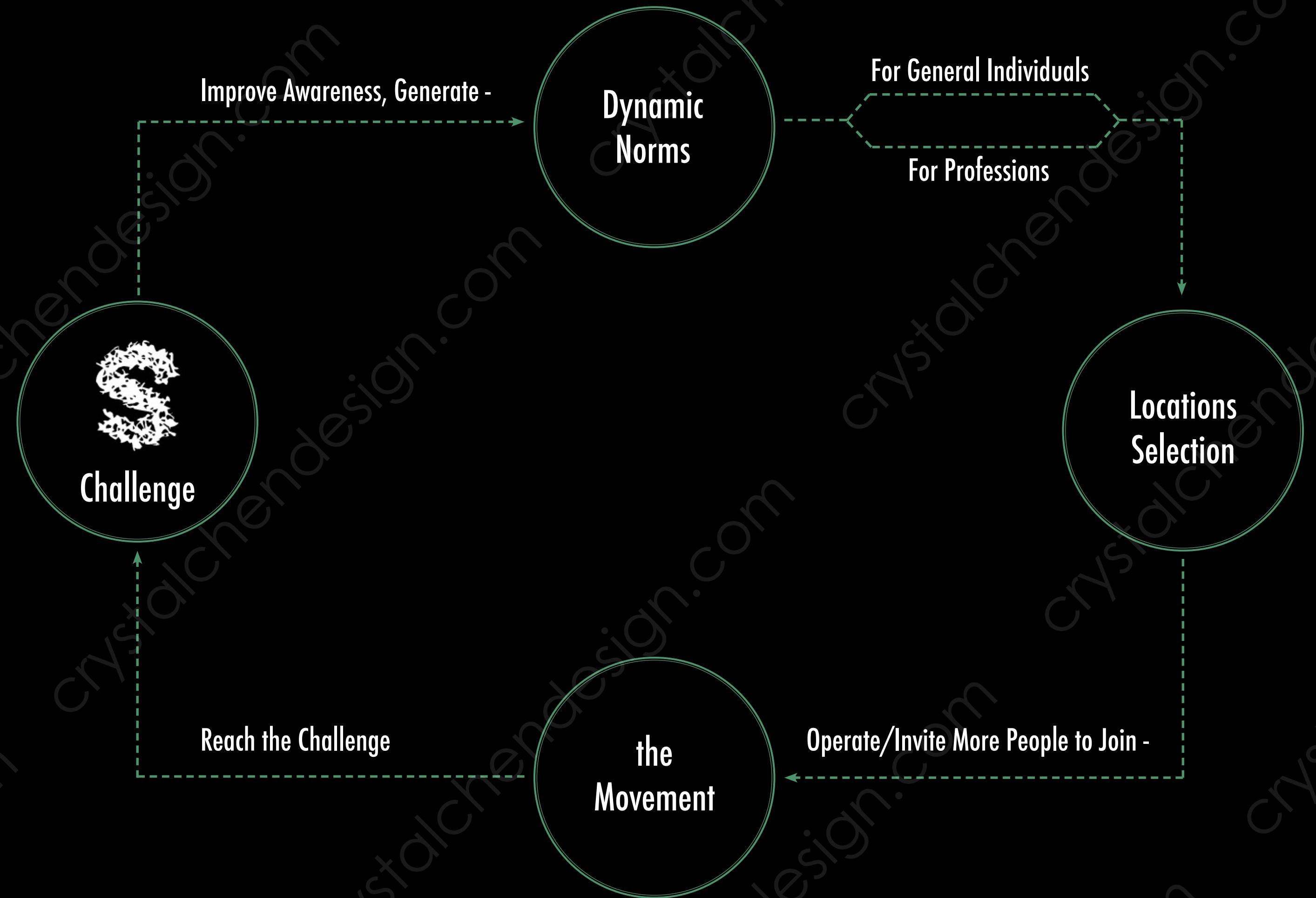
A Psychological Concept - Dynamic Norms

”

We're more likely to change if we can see a new behavior developing.

Social norms tell us what others do now, **dynamic norms tell us that new behaviors are coming, compelling us to join the movement too.**

”



Strategic Solution

Strategic Solution

Generate Bio-Dynamic Norms for Professions

Generate Bio-Dynamic Norms for Individuals

Platform Partnership

Certification

Gamification

Location Analysis

Location Mapping

Bio-Dynamic Norms for Professions - Platform Partnership

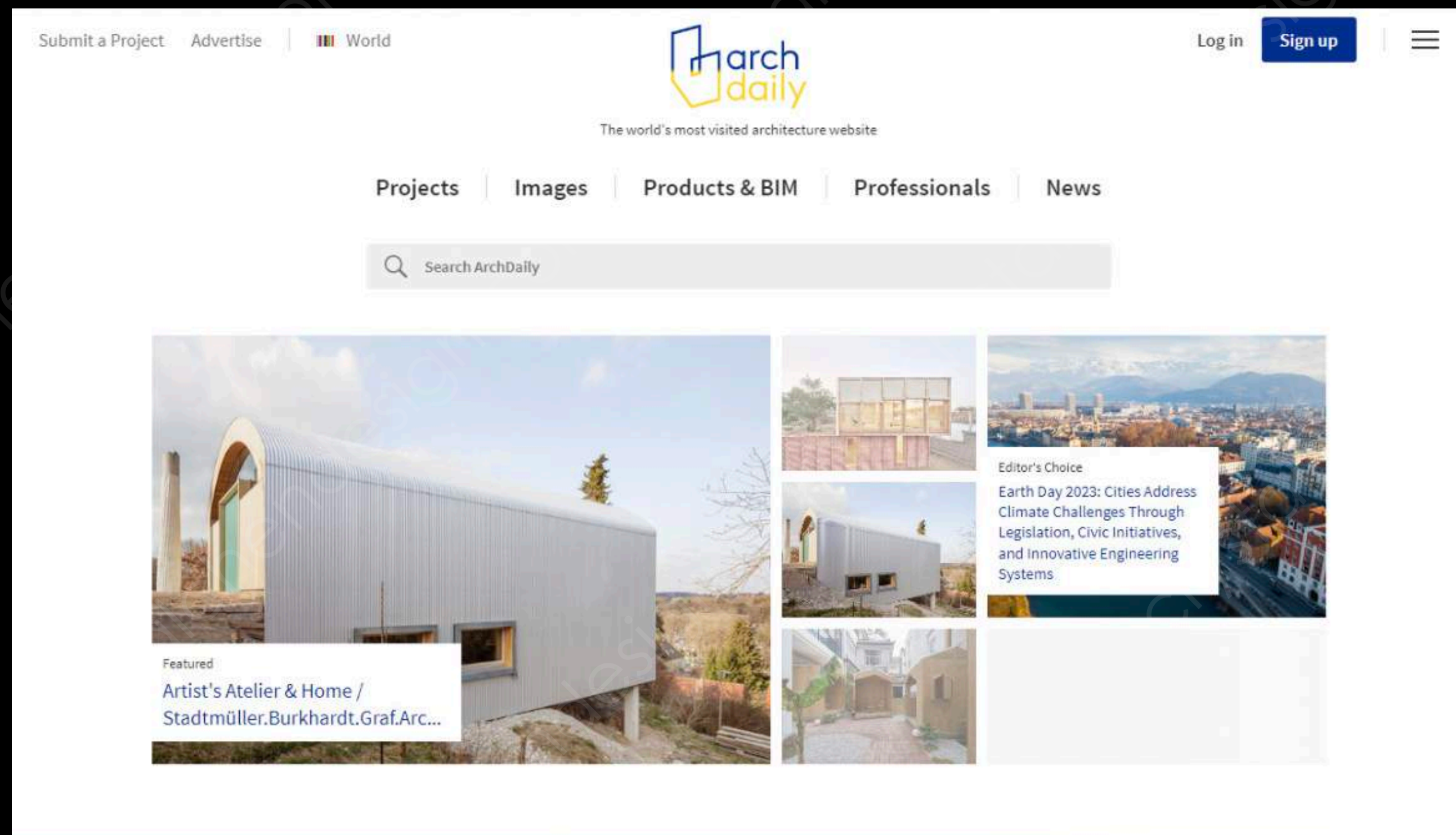


Platform Selection: Professional Architectural / Urban Planning related information platform

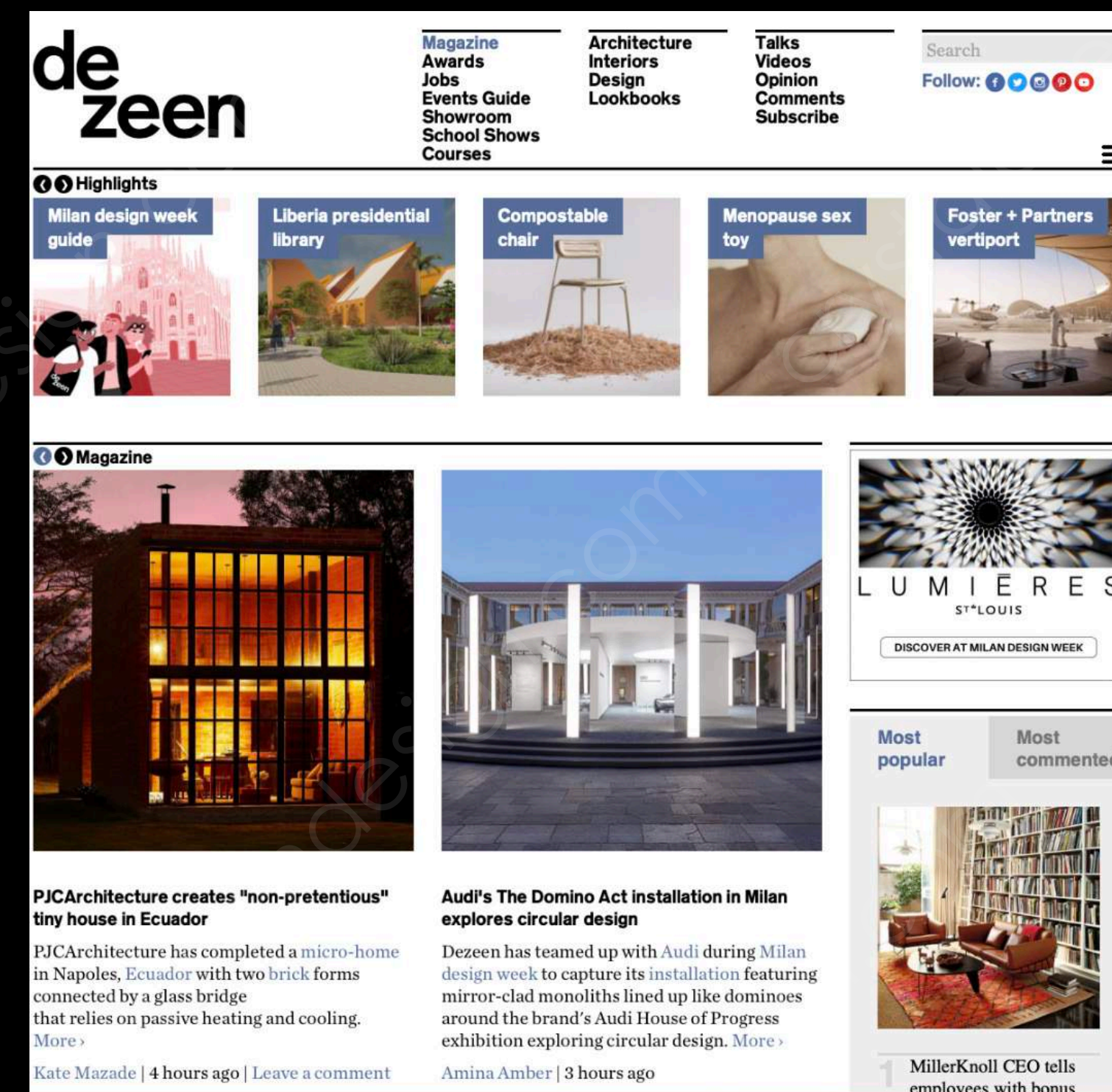
Platform Example: ArchDaily, Dezeen...

Many professional individuals and organizations will both always view the website for latest information posting. This is a good way to popularize the concept and set up dynamic norms in terms of Bio-planning within professionals.

SNL Partnership Method: Partner with these platform to post relevant articles and news relevant to Bio-planning with a specific frequency.



ArchDaily Platform - an online platform and architectural publication that features news, projects, products, events, and interviews, with over 500,000 daily readers.



Dezeen - the world's most influential architecture, interior, and design magazine.

Promote your architecture and design courses
[Click here](#)

Course type

- Animation
- Architecture
- Art
- Business
- Creative leadership
- Curation
- Design
- More +

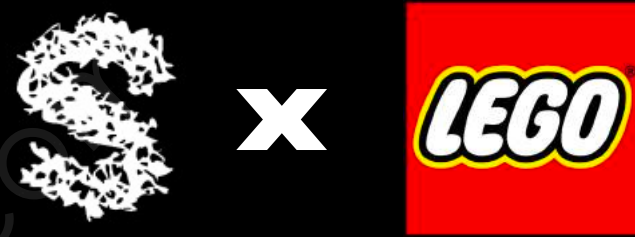
Course level

- Undergraduate
- Postgraduate
- Short courses

School

- European University of Cities in Post-Industrial Transition (UNIC)
- Atelier Abroad
- Academy of Art University
- ARCHIP
- A New Direction
- Anhalt University of Applied Sciences
- ARTEZ University of Art & Design
- Bath Spa University
- BehindCanvas Online Sketching Academy

Bio-Dynamic Norms for General Individuals - Gamification



Partnership with Game Brands

Brand Selection: Lego Game

Playing games is a good way to construct someone's mindset, especially games like Lego, which requires player to construct something on their own. The process of playing is a process that shape people's mindset as well. Building partnership with game brands, making the Bio-planning as a game, it is a good way to popularize Bio-planning. Besides, it's easy to generate a new trend or behavior with games. Bio-dynamic Norms will also be set up via games.



- Package Mock-up for Bio-Lego Game

- Making Bio-planning as various blocks



- Making Bio-planning as various blocks



Partner with Supernature Labs

Bio-Dynamic Norms for Both - Certification

Set up Bio-certification

Using certification to certify greenplace and show it in public (commercial, retail space) to set up a dynamic norms to improve both general and professional awarenesses.

Goal: Re-imagining public spaces with greener atmospheres, insert Bio-planning concept inside then set up standard for public to enhance awareness

Location: Offices, cafes, libraries

Measure Standard:

- 15% wellness
- 6% productivity
- 15% creativity



Certificate Example / Mock-up



Certificate Example of Shown up in Public

Location Analysis & Mapping



Political Support

Whether the government / any policy encourage the city transformation?



Geographical Conditions

Are those land (geographic conditions) capable of carrying the super cell plan?



Transportation Conditions

Are those locations easily to access? Can they carry underground transportation?



Community Support

Are the citizens there likely to support the transformation? Will they support?



Influence & Communication

Do those locations have potential to have large influence? Any Influencers?



Post-disaster Locations



Emerging (new) Locations



Rich but Niche Locations

Location Examples



Post-disaster Locations



Eg. Ukraine

Locations where are destroyed by disasters such as war and natural disasters, and waiting for reconstruction.



Emerging(new) Locations



Eg. China

Locations where are brand new, and haven't been developed yet. They require the first-time construction.



Rich but Niche Locations



Eg. Saudi Arabia

Locations where are rich, but a little niche. They are more willing to be the pioneer of socially responsible attempts

Location Map



