#IamAChoiceArchitect

PLURALISTIC PERSPECTIVES ON TRANSFORMATIVE CHANGE

HUMBOLDT RESIDENCY PROGRAMME
COHORT 2023

HUMBOLDT
RESIDENCY
PROGRAMM

#IamAChoiceArchitect
TABLE OF CONTENTS

AUTHORS` STATEMENT

We are members of the **Humboldt Residency Programme 2023** who build upon our diverse cultural and professional backgrounds in order to understand how to change the status quo so that more sustainable decisions can be made. We are **Antonia Krefeld-Schwalb**, a behavioural scientist striving to make individuals change to more sustainable behaviour by combining her knowledge of cognitive processes and consumer behaviour; **Evelyn Araripe**, an environmental educator engaged in making the climate crisis and sustainability a topic in education and empowering youth to handle the challenges of the present and the future; **Hlengiwe Radebe**, an energy and climate professional who initiates change by equipping fellow choice architects with knowledge and skills through capacity building initiatives. She also coordinates stakeholder engagement efforts to foster knowledge sharing and collaboration; and **Stephen Woroniecki**, a sustainability scientist, who aims to understand how the biodiversity and climate crises interact using social science, participatory and creative processes. He pushes for the inclusion of marginalised values, perspectives, and knowledge.

INTRODUCTION

When faced with urgent challenges such as climate change, one often feels very frustrated that change is not happening fast enough or on an appropriate scale. Citizens may feel unable to make a difference or not know how. Despite many hurdles, there are change makers who are working to achieve a more sustainable and socially responsible society. **With this project we aim to learn from them how change can come about. And we want to encourage every citizen to become a change maker by making them aware of their potential to be a choice architect for others**.

Choice architects have the capacity to exert influence either to change or maintain the status quo. Opting to uphold the status quo may stem from vested interests in the current situation or a lack of awareness of the need for change. In the context of our project, we conducted interviews with change makers whom we believe to be catalysts for positive change towards a sustainable and secure future. Conversely, we gained insights from choice architects who aid communities or societies in resisting harmful change, particularly change that exploits communities. This perspective is grounded in the recognition that not all change is inherently beneficial or essential. Rather than focusing on

INFOBOX

Choice Architect:
A Choice Architect is any individual who designs the environment in which others make choices. This can be as minimal as presenting choices in a certain order or emphasizing one choice over another. Everyone can be a choice architect, from a parent taking care that bikes are functional and accessible to the entire family to an urban planner who designs infrastructure projects.

Change Maker:
A Change Maker is any individual who wants to initiate change in society. A parent, who is a changemaker, is someone who takes care that bikes are accessible so that the entire family uses them more frequently; or an urban planner who designs infrastructure for safer bike lanes to convince individuals to use bikes more often.

INTRODUCTION

INFOBOX

one case, one profession or one cause, here we augment our interdisciplinary background with the insights of change makers from different areas of decision-making in society. We identify general patterns that eventually provide more universal insights into how change happens. To do so, we conducted interviews with change makers to answer three broad questions:

This project was undertaken as part of the Alexander von Humboldt Foundation`s Humboldt Residency Programme 2023 on the topic of "Our Precious Resources: Pathways to a Secure and Sustainable Future". With the aim of generating new perspectives and communicating innovative ideas to public spheres, the programme brings together transdisciplinary cohorts of academics and civil society actors for a residency in Berlin and Brandenburg.

WHAT'S YOUR VISION OF A SUSTAINABLE FUTURE?

HOW DO WE GET CLOSER TO THAT VISION?

WHAT IS STOPPING US?

To further enhance our analysis, we collaborated with Pratyush Shankar's citylabs **www.citylabsindia.com/** to bring the visions of our interviewees to life. From the interviews we distilled insights about change processes, barriers and examples. Based on that collaborative process, we reflected on the material in personal commentaries seen through our own professional lenses.

FIVE ARCHETYPES
OF CHANGE MAKERS

Change is achieved with different tools, and according to diverse goals and intentions. Drawing on our interviews, we created five archetypes of change makers. Despite their different arenas and professions, they are all united by the goal of changing societies for a more sustainable future. They make use of different kinds of choice architecture. But of course, this is just a small sample of the kinds of change that are possible.

In fact, every citizen is a choice architect for others, and everyone has the potential to become a change maker.
For this purpose, we have added an empty profile for you. We invite you to reflect on your role as a choice architect and share with us through social media how you promote change towards sustainability.

FIVE ARCHETYPES
OF CHANGE MAKERS

Architect and Urban Planner

My foremost commitment is to create safe, enjoyable urban environments while keeping sustainable principles in mind. I craft spaces that not only captivate aesthetically but also embrace principles of communal living. My role involves designing enjoyable buildings through to efficient public transportation systems, while trying to observe sustainable practices. I sometimes advise the government, too. First and foremost, I must guarantee the functionality and safety of the places we live in. Striking a balance between sustainable goals, wishes and needs of the clients and practical budget constraints is challenging.

FIVE ARCHETYPES
OF CHANGE MAKERS

Journalist

I am a seasoned journalist driven by the urgency of accelerating climate change. My role extends beyond conventional news; I strive to make scientific findings accessible to the greater public on the one hand and expose disinformation on the other. I care deeply about the truth and am convinced that the truth must be conveyed to everyone. My potential lies in fostering awareness, provoking collective action, and even influencing policy changes. Yet, I struggle to go beyond attitude change, and fight distrust in media and science.

FIVE ARCHETYPES
OF CHANGE MAKERS

Campaigner

As a passionate campaigner, I care deeply about justice. I campaign tirelessly for sustainable practices, rallying support for environmental conservation, fair consumption, and the reduction of fossil fuel usage. My role involves engaging with individuals of various ages and policymakers alike to drive change towards more sustainable living. I can spark societal shifts towards sustainable norms or help to implement projects on various scales. However, battling misinformation, competing with other causes and resistance from powerful industries are boundaries that confront me.

FIVE ARCHETYPES
OF CHANGE MAKERS

University Professor

I am a dedicated university professor who integrates sustainability across disciplines in my research, teaching and engagement with the public. In my role I aim to nurture a generation of thinkers who prioritise sustainable practices across disciplines in their professional and private lives. My potential lies in helping to equip a generation of students with a new mindset and the tools to address the challenges of climate change. The boundary I face involves teaching requirements set at my institutions, demands set by the academic system to sustain funding, and convincing business and policy makers to implement my insights.

FIVE ARCHETYPES
OF CHANGE MAKERS

Policy maker

As a civil servant or policy maker, I aim to develop and implement policies to improve current and future life in our society. My role involves crafting policies that drive sustainable development, from energy and mobility transformation to circular economy initiatives. I have the potential to transform communities by integrating sustainability into governmental agendas. Yet, the boundary emerges in finding the delicate equilibrium between economic growth and ecological preservation, whilst being confronted by the realities of politics.

FIVE ARCHETYPES
OF CHANGE MAKERS

You

Everyone is a choice architect. In this profile we would like to encourage you to think about your vision and potential as a choice architect. To encourage others to do the same, we invite you to share this reflection on social media.

WHAT IS MY VISION?

HOW COULD I GET THERE?

WHO DO I INFLUENCE?

HOW COULD I USE THIS INFLUENCE TO REACH MY VISION?

#IamAChoiceArchitect

CHANGE PROCESSES

One of the core goals of our research was to understand how change is being initiated from different angles and perspectives. We were surprised to see that there was a lot of overlap between what change makers from diverse backgrounds see as crucial drivers of change. Legal changes have been identified as some of the most efficient ways to initiate change, for instance passing a law that forbids the disruption of natural waterways to avoid flooding. Investments from the Global North can steer the pricing of sustainable solutions and thus make them more accessible for the Global South.

But laws and regulations can only be efficient if individuals actually change their behaviour. For that, our change makers agree, solutions need to be communicated well. Often language barriers and discrepancies in understanding basic aspects, such as belief and norm systems, impede the dissemination of ideas. The complexity of issues pertaining to sustainability does not make this easier. While there's a common urge and need for simple solutions, these can be hard to find. Using intuitive examples can have a huge impact on understanding complex systems and helping drive change forward.

Lesson 1: Find clear and direct ways to communicate
Explaining how air pollution affects the brain development of children and how, due to being shorter, children are seriously affected by air pollution caused by cars, can be an efficient way to communicate the need to reduce car traffic in cities. This example also utilises another efficient way to communicate urgency by touching upon people's emotions. Only if people feel a sense of belonging to a place and nature, or experience the threats of climate change, can they be motivated to change.

**Lesson 2: Use emotions and relationships
as part of stories to motivate change**
For the change maker to convey this, it is absolutely necessary to consider specific local conditions. Gathering both big as well as thick data is crucial. Big data allows us to make empirically solid predictions, while thick data helps to understand more finely-grained local conditions and sentiments. As part of this, the change maker should not neglect existing traditional knowledge that could be used to design or communicate solutions.

CHANGE PROCESSES

BARRIERS

Change cannot be a top-down process, nor will it be driven by one discipline alone. Climate change and sustainability are complex problems that can only be addressed by interdisciplinary collaborations, across disciplines, across cultures, across groups of different status and power. In order to implement efficient laws for construction, governments must collaborate with urban planners and architects.
To understand how policy affects individuals, experts must collaborate with local communities to envision the effects on behaviour in the specific context.

Lesson 3: Build relationships to enable feedback processes between policy and people
To facilitate this challenging exchange, education in every discipline and age must prioritise raising awareness about the value of conserving nature and the threatening consequences of climate change.
It must be emphasised that it is a complex problem that requires everyone's collaboration to initiate change.

Human beings are encouraged to change and are often told "change is the only constant in life." However, this is met with resistance because changing means letting go of a way of doing things. Our choice architects highlight the following barriers to change within the specific context of cities:

First and foremost, choice architects navigate the intricate landscape of overstretched cities and competing development priorities. In some urban centres, sustainability finds itself overshadowed by the urgency of addressing pressing concerns such as economic development, housing shortages, security issues, healthcare disparities, and education gaps. In the hustle and bustle of rapidly developing cities, **creating public awareness and consciousness around sustainability** becomes a formidable task.

A significant barrier emerges in the form of market-driven urban planning, representing a shift from government-led to private sector-driven urban development. In this transition, developers, motivated primarily by profitability, sometimes view **sustainability measures as a hindrance to**

CHANGE PROCESSES

their profit motives. Consequently, integrating sustainability into urban landscapes faces challenges, as financial gains tend to take precedence over environmental considerations. Furthermore, the allure of spectacle and consumerism casts a long shadow over sustainability efforts. Cities aiming to compete globally for tourism, investment, and consumption often prioritise economic gains over long-term sustainability goals. This pursuit of being 'spectacular' for immediate economic advantages can detract from the critical focus on environmental preservation. In this race for consumption, cities risk losing sight of their responsibility to safeguard their ecological heritage.

Effective change is often hampered by the **absence of visionary leadership,** an essential catalyst for anticipating and preparing for the future. When leaders fail to embrace a forward-thinking mindset or spread misinformation this further pushes resistance and thus contributes to maintaining the status quo.

Innovation, a cornerstone of sustainable development, often faces an uphill battle due to **insufficient investment in research and**

development. The lack of financial and human resources as well as skills allocated to innovation can limit the development of sustainable solutions to address pressing environmental challenges.

Moreover, the urgency of addressing sustainability issues does not resonate universally. In market-driven societies, the absence of robust regulatory support for sustainable practices can result in slow and inadequate change. This **'urgency gap'** undermines collective efforts to address pressing environmental concerns.

Human nature itself poses a challenge to change, as individuals may express theoretical support for environmentally friendly initiatives but resist when such changes directly impact their personal lives or neighbourhoods. The **conflict between individual and collective needs** becomes apparent when immediate self-interest clashes with broader sustainability objectives. Effective sustainability efforts rely on coordination among stakeholders and well-structured collaborative frameworks within communities. Unfortunately, poor coordination and inadequate structures for collaboration often impede progress in the sustainability sector.

CHANGE PROCESSES

THE SPECULATIVE CITY

Internationally, **trade restrictions and preferences for raw materials over value-added products** can hinder sustainable development. International non-governmental organisations, while crucial for global coordination, may prioritise data collection over addressing the environmental damage caused by developed countries, thus perpetuating imbalances.

Finally, an overreliance on quantitative metrics and reductionist approaches may lead to policies that overlook holistic and equitable solutions to the multifaceted challenges of sustainability.

With our interviews, we aimed to understand the change makers' visions of a sustainable future. We distilled key concepts of their visions and gave these descriptions to a studio of architects and urban planners who regularly work with imaginative and artistic methods.

In this visionary city, change-makers conduct regular **transdisciplinary dialogues** that involve sharing tools across sectors and disciplines. Journalists create an **information space accessible to everyone** and **based on trust** and open communication. Civil servants collaborate across departments and find ways to increase participation outside of traditional arenas and party politics. Researchers share insights across disciplines.

Choice architects design the urban landscape acknowledging **cultural diversity** and bolstered by a broad **public understanding** of the need for change. **Everyone is educated** to **build capacity in their surroundings**, to **change mindsets, if needed**, and to **care deeply for intergenerational justice**. Instead of navigating in one prevailing **paradigm, the paradigm is constantly transformed** to **fulfil everyone's basic needs.**

THE SPECULATIVE CITY

INFOBOX

Key words for this city are:
- Decentralised
- Guarantees security of basic needs for all citizens
- Employs local and traditional knowledge
- A hub for thriving and innovative small and medium-sized enterprises
- Regional-trade models
- Clean tech
- Nature-based solutions
- Densification
- 15-minute city (walkable, cyclable, safe)
- Celebrates sufficiency not endless consumerism
- Recognises its resource and waste footprint

FOUR (OPTIMISTIC) REFLECTIONS ON TRANSFORMATION
TRANSFORMATIVE CHANGE

STEPHEN WORONIECKI
ASSISTANT PROFESSOR IN SUSTAINABILITY SCIENCE

We know that the world is transforming as we speak. There is talk of a great acceleration of energy and resource flows. Greater technological advancement is driving more exploitation of our shared environment. The negative effects are experienced around the world, for example through increasingly extreme weather events. But still the consumption of resources continues to grow. There are few signs of a shift in consciousness on a relevant scale.

Transformation is increasingly used to describe the depth and breadth of the changes we need to address environmental problems. Transformation also speaks to the way that different kinds of problems interrelate. The interviewees during our project spoke of the interconnectedness of issues and problems which can help to identify synergistic solutions. For example, some kinds of response to climate change – such as nature-based solutions – can also help to address biodiversity loss.

However, there isn't much agreement amongst scientists on how change happens and how it can be steered towards sustainability. Depending on discipline and background, different kinds of ingredients may be considered

"A transformative change process towards sustainability needs to be based on strong social foundations that provide for the needs of the many rather than the wants of the few. Bold and innovative ideas, such as intergenerational justice, can stimulate change across multiple sectors and levels."

LINKÖPING UNIVERSITY
SWEDEN

TRANSFORMATIVE CHANGE

important for transformative change. Our change makers similarly highlight a wide range of key issues that drive change or prevent it from happening.

Given that these change makers are striving to make change happen, they possess knowledge and experience useful for others trying to become change makers. Our change makers emphasise the importance of raising awareness of the need to shift paradigms. To initiate change, it is critical that the risks and problems associated with the current paradigm are well understood.

Determining what is required to replace an old paradigm with a new one seems to be an important stumbling block. The existing market-driven paradigm is so pervasive, and change-making arenas so embedded within it, that there is little serious discussion on what might replace it. Likewise, so much power is centralised in existing political structures that it may be hard to imagine how new political forms could emerge, including those that offer more scope for public deliberation and participation. A key debate in transformation studies has been whether and how to balance top-down and bottom-up initiatives. That was also reflected by

our change makers who place both local initiatives and broader scale efforts at the centre of possible transformation efforts.

The choice architects are not afraid to question the ways that societies are organised. They are keen to point out marginalised solutions and undervalued leverage points, such as culture and local knowledge. A critical perspective on current systems is their unfairness: Whilst a minority consumes a lot, many struggle to meet basic needs and claim the rights afforded to them. A transformative change process towards sustainability needs to be based on strong social foundations that provide for the needs of the many rather than the wants of the few. Bold and innovative ideas, such as intergenerational justice, can stimulate change across multiple sectors and levels.

Ultimately, the choice architects' concept points to an understanding of where power lies in a society. This may not be obvious. Choice architecture may be hidden from view deliberately. Questioning how power works in society and how we can drive change in those structures is a key leverage point for sustainability.

FOUR (OPTIMISTIC) REFLECTIONS ON TRANSFORMATION
EDUCATION AND COLLABORATION: PIONEERING A SUSTAINABLE FUTURE

EVELYN ARARIPE
ENVIRONMENTAL EDUCATOR AND PHD CANDIDATE IN SUSTAINABLE CHEMISTRY EDUCATION

In our interviews with change makers, it became abundantly clear that education is a central pillar in advocating for structural change in society. These visionaries unanimously agree that an education tailored to addressing the challenges and solutions for a sustainable future is critical to fostering the necessary transformations.

Yet, we often see burned out educators not adequately equipped to navigate the nuances of the modern classroom. Issues of sustainability and climate often feel distant when weighed against the daily challenges these professionals face. In academia, educators are stuck in traditional, rigid structures, often tied to curricula designed in the 80s and 90s. These are alarmingly out of touch with today's challenges, churning out graduates ill-prepared for pressing issues such as the energy transition or sustainable food production amidst booming urban populations and infrastructure strains.

Listening to the change makers we interviewed restores my faith in education as a driver of socio-environmental change. I find myself returning to

"I find myself returning to my roots as an environmental educator, working with youth and providing teacher training, all with the singular goal of ensuring that current and future generations are informed and prepared to address the climate crisis."

UFSCAR/
LEUPHANA
UNIVERSITY
BRAZIL/
GERMANY

EDUCATION AND COLLABORATION: PIONEERING A SUSTAINABLE FUTURE

my roots as an environmental educator, working with youth and providing teacher training, all with the singular goal of ensuring that current and future generations are prepared to address the climate crisis.

I'm an optimist, convinced that a better ending awaits, even if that ending means a new beginning. My mind wanders to São Paulo city, to the Sócrates Brasileiro Municipal School. Located next to a heavily polluted creek and bordered by a trash-strewn vacant lot, the narrative of this school took a turn with the visit of architecture students and their mentors. Observing the littered adjacent land, these budding architects envisioned transforming it into a communal haven teeming with greenery and interactive spaces. But projects need to move from paper to reality!

Fortunately, I led the organisation that embraced this vision and brought together a coalition of NGOs, local government, various professionals, and a benefactor to bring this idea to life. We facilitated training for students and educators, working with a forestry engineer and an agronomist. Together, we enriched the original design by integrating a mini agroforestry concept. This would serve as a living classroom, teaching students about food production, the environmental services of trees, and the myriad natural processes.

The Sócrates Brasileiro mini agroforest revolutionised the relationship between the school and its community. The foul smell of the creek disappeared, locals stopped using the area as a dumping ground and instead recognised it as a social hub. The school embraced this mini agroforest as a dynamic textbook. Beyond pure science, it became an important tool for literacy, helping students with learning disabilities by naming fruits, vegetables, and trees. Today, this patch has been officially incorporated into the school's campus, serving as a beacon for other institutions and a subject of study for universities nationwide.

To me, this story epitomises the power of collaboration – bringing together various actors to effect a profound change in landscapes, relationships, and our connection to nature and food. It's a testament to our journey towards sustainability.

FOUR (OPTIMISTIC) REFLECTIONS ON TRANSFORMATION
GOING BEYOND ONE-SIZE-FITS-ALL

Climate change is an undeniable global threat that presents formidable challenges to both developing and developed nations. The scale of these challenges necessitates a fundamental shift in societal norms and practices. As a result, there is an increased demand for skilled choice architects who can guide societies through this transformative process.

However, while the overarching objective of sustainability and combating climate change unites choice architects across the globe, significant disparities exist in their approaches to achieving this goal. These disparities emerge from the diverse socio-economic contexts and priorities that define each region's unique circumstances.

In developed countries, regulatory frameworks and government policies are often considered crucial drivers of sustainability. Stringent regulations and enforcement mechanisms compel individuals and businesses to adopt sustainable practices. Market dynamics are also significant, as consumer demand for sustainable products and services exerts pressure on businesses to meet these expectations. Technological advancements play a key role, with innovation and research leading to accessible and affordable sustainable

HLENGIWE RADEBE
RENEWABLE ENERGY TECHNICAL ADVISER

" ... as climate change impacts are increasingly affecting the most vulnerable populations in developing countries, choice architects in this context are now forced to find solutions that provide for basic needs while also meeting sustainability goals."

C40 CITIES
SOUTH AFRICA

GOING BEYOND ONE-SIZE-FITS-ALL

solutions. Corporate social responsibility is viewed as essential, as businesses increasingly integrate sustainability to maintain their reputation and profitability. Access to resources and education further facilitates sustainability initiatives in developed nations.

In contrast, choice architects from developing countries face different challenges. They need to be resilient and innovative, frequently having to work with limited resources to initiate change. They are often confronted with a difficult choice between economic growth and poverty alleviation on the one hand versus sustainability on the other. Prioritising basic needs such as clean water, healthcare, and education is seen as fundamental to societal well-being. However, as climate change impacts are increasingly affecting the most vulnerable populations in developing countries, choice architects in this context are now forced to find solutions that provide for basic needs while also meeting sustainability goals. This, of course, requires resources such as access to technology, funding, and expertise, which are not easily accessible. Capacity building and knowledge transfer are essential, relying on international cooperation and partnerships for skill acquisition and resource access.

There is a growing focus on global equity, with calls for developed nations to support developing countries through financial aid and technology transfer in recognition of historical environmental responsibilities. However, one needs to be careful in depending on foreign aid to expedite change because dependence on foreign aid might dictate the pace and reach at which the choice architects are able to influence change.

Cultural norms and social structures are also paramount, with sustainability efforts needing alignment with local values for community acceptance.

In conclusion, bridging these perspectives requires tailored approaches that recognise the importance of avoiding a "one-size-fits-all" approach. Instead, we must address diverse needs, foster collaboration, and respect the specific challenges faced by each choice architect. The tools for achieving sustainability extend beyond technical solutions and market-based strategies; they encompass an inherently diverse approach, acknowledging the necessity for multiple perspectives and methods. Moreover, it is crucial for international efforts to acknowledge and address these disparities to ensure a more equitable and effective global approach to sustainability and climate action.

FOUR (OPTIMISTIC) REFLECTIONS ON TRANSFORMATION
CHOICE ARCHITECTS OF OUR SUSTAINABLE FUTURE

Every person is already a choice architect for others: a friend who draws attention to certain items on a restaurant menu to emphasise the ones that sound rather tasty will influence which items their friend chooses, and city planners who facilitate certain mobility choices are making choices for others.

By changing the environment in which people make choices, choice architects encourage certain behaviours over others, but the freedom to choose is not limited. Examples of such nudges include pre-selecting green energy tariffs over conventional tariffs, changing the order of options when presenting them, or sorting items in an online shop based on their carbon footprint.

Changes to choice architecture are more intrusive than simply providing information to consumers, but they are also more effective. They are, however, less intrusive than regulations and legal changes since they do not take away people's choices.

ANTONIA KREFELD-SCHWALB
ASSISTANT PROFESSOR OF MARKETING

"Empowering individuals and increasing their perceived self-efficacy can encourage individuals to become choice architects for change towards a sustainable future."

ROTTERDAM SCHOOL OF MANAGEMENT/ ERASMUS UNIVERSITY
NETHERLANDS

CHOICE ARCHITECTS OF OUR SUSTAINABLE FUTURE

While choice architecture interventions can provide a middle ground for shifting behaviours without restricting freedom, just reminding individuals of their role as choice architects may have a positive effect. Empowering individuals and increasing their perceived self-efficacy can encourage individuals to become choice architects for change towards a sustainable future.

Not every choice architecture will work on everyone and in every context. In fact, the question as to which interventions work is highly context dependent. Some might lead to undesirable outcomes in one but desirable outcomes in other situations. Undoubtedly, the choice architect should try to become very familiar with the people they aim to influence and the context they are operating in. Four dimensions should be considered: Objective, Reach, Resources, Relation.

Objective:
Which behaviour is to be influenced and is this behaviour positively or negatively related to other behaviours. In some cases, the reduction of one behaviour may lead to the increase of another or vice versa. Whether the behaviour is to be changed for a longer or shorter time period has consequences for various features. For instance, a negative short-term impact on the environment may be acceptable if it increases the chances of a much more beneficial environmental impact over a longer period. These costs can only be assessed in transdisciplinary collaboration between scientists, engineers, and behavioural scientists to provide a more accurate model that takes into account behavioural change and the adoption of solutions.

Reach:
What could be the potential scale of the architecture? How many individuals could be affected by it and how likely is it that they will be affected? Are there potential social effects? Providing a working solution as an example, a solution that has been implemented by similar people is a very efficient way to promote the adoption of the same solution and increase reach. To use the dynamic of social proof, however, it is necessary that the behaviour, and most desirably (but often not feasibly) also the effect of the behaviour, can be observed directly.

CHOICE ARCHITECTS OF
OUR SUSTAINABLE FUTURE

Resources:
Decide on the amount and type of resources that are available for creating the choice architecture. Which architectures are feasible and on what scale can they be implemented? The larger the intervention, the more knowledge is needed to inform it. Large interventions require thorough initial investigation using both big and thick data for modelling trends and understanding sensitivities. For smaller scale implementation, thick data alone can be sufficient.

Relation:
Understand the relation between the architecture and the people. Whether the architecture was proposed by a group of end-users, was voted for or imposed by an external actor can strongly influence acceptance and resistance to the architecture. Accordingly, if implemented from outside, a participatory process may be necessary, whereas if there is strong support and trust among the people, top-down decision making may suffice.

Being a context-sensitive choice architect is often something one individual alone cannot manage. Mapping out the above dimensions requires collaboration and a horizontal exchange of knowledge and information. Embracing the potential of making everyone a choice architect can potentially initiate transformative change.

ACKNOWLEDGEMENTS

FURTHER INFORMATION:

FOR FURTHER INFORMATION ON THE PROGRAMME, ITS PARTICIPANTS, AND EVENTS, PLEASE VISIT THE PROGRAMME'S WEBSITE:

CLICK HERE

CONTACT INFORMATION:

FOR FURTHER INFORMATION ON THE PROGRAMME, ITS PARTICIPANTS, AND EVENTS, PLEASE REACH OUT TO:
RESIDENCY@AVH.DE

FOR PRESS INQUIRIES, YOU CAN CONTACT:
PRESSE@AVH.DE

OUR PARTNERS

CLIMATE CHANGE CENTER
Berlin Brandenburg

SCHLOSS WIEPERSDORF
KULTURSTIFTUNG

FINANCED BY

Federal Foreign Office

BERLIN
Senatsverwaltung
für Wissenschaft,
Gesundheit und Pflege

HUMBOLDT
RESIDENCY
PROGRAMM