Fachhochschule Graubünden
University of Applied Sciences

HOGESCHOOL ROTTERDAM

mmp Study Week 2022 Rotterdam 7.6. - 10.6.2022 Project SKETCHCITY

Impetus

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What is the Benefit of sketched visual Storytelling in Social Media by Ideasketches?

Through visual idea design, diverse urban needs in a city can be made visible and thus flow directly into the complex urban development and its planning. The spectrum ranges from „good ideas“ to comprehensive portfolios with concrete solutions.

Citizens should be included in the planning processes and the diverse approaches to solutions coordinated by online systems, made transparently and access to influential data material supported.

This is exactly where Sketch&Draw comes in: the urban population or those directly affected by specif-ic urban development processes sketch out imaginative solutions and planning criteria. **The sketch of an idea can outline the future by possible scenarios**.

These necessary images and scenarios of a possible future and thus support innovative solutions. In the best case, it can even create a future-relevant design or concrete solutions for complex problems.

Sketches are the first step to actions.

In European cities, to understand **the threats of climate change is crucial** for urban development and human security.

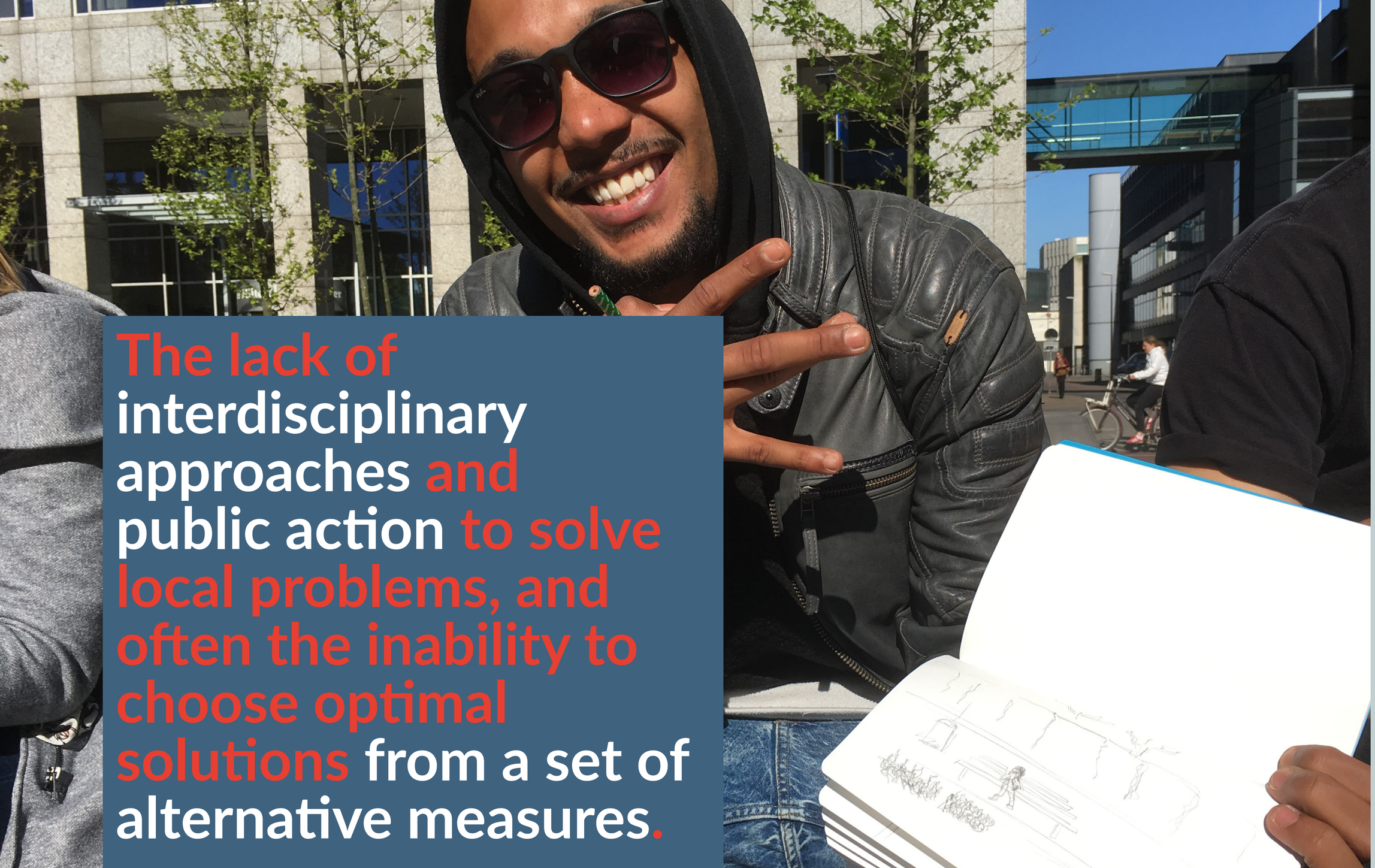
Although **cities are increasingly experiencing new approaches** to local adaptation planning, there are still significant barriers and limits, such as:

Limited availability of
up-to-date data
on local conditions.

Lack of awareness and civic attitudes of ignorance of climate change and its impact on basic well-being.

And local conditions in our streets and neighbourhoods,

lack of public interest, and finally ...



The lack of interdisciplinary approaches and public action to solve local problems, and often the inability to choose optimal solutions from a set of alternative measures.

These limits could be overcome by introducing an **extended holistic, interdisciplinary approach.**

This consists of a combination of **technical** and **scientific expertise**.

Here we use **sketches** made on smart devices, that depict real world.

Stories must be told that explain **possible scenarios after one symptom** has been observed and sketched in real world.

But why is this all so challenging? Why do we lose so many people on the way to a climate adapted world?

And how can problems be conveyed to the broader audience? It needs the skills of storytelling.

But why storytelling seems not to work in the climate change adaption and sustainability discussions?

With Sketch&Draw we open the toolbox of perception and image making? And from image makeing to storytelling, there is more than one thing to know.

This is new here:
We reverse-ingeneer the storytelling by starting at the very beginning of the observation by image: the sketch.

Sketching stands like **a root of a plant at the beginning of image creation** and further on it determines the visual Storytelling and its effects.

There is only one answer to this question: **Do we really have to adapt to climate change?**

This is actually the wrong question, because the answer has to be: **We have to act!**

And even more: without each and every country on the world from Asia to Africa and Europe to America and Australia – **we all have to deal with this problem immediately.**

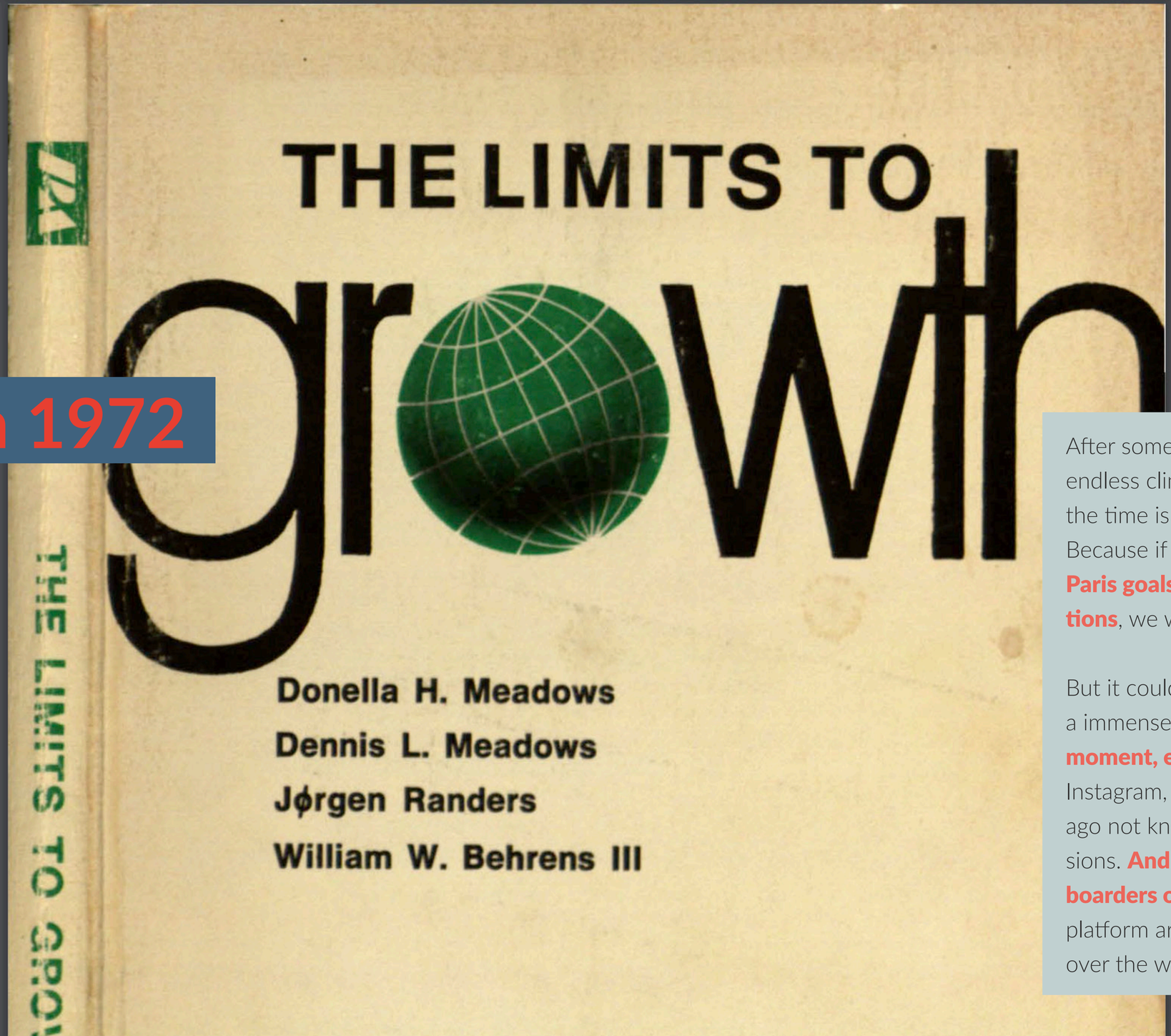
And **to achieve this we need the power of Social Media** driven storytelling and its snow ball effects.

So, the way of climate change actions leads us to a story, **and it is a thriller**, with all the ingredients of thrill and death, villain and protagonists.

It is the field of action that we have to identify.

But this time, **we are not only the audience**. The climate crises has changed to the climate catastrophe. And if we do not cope the tackling of the problem, … why isn't this a thriller?

written 1972

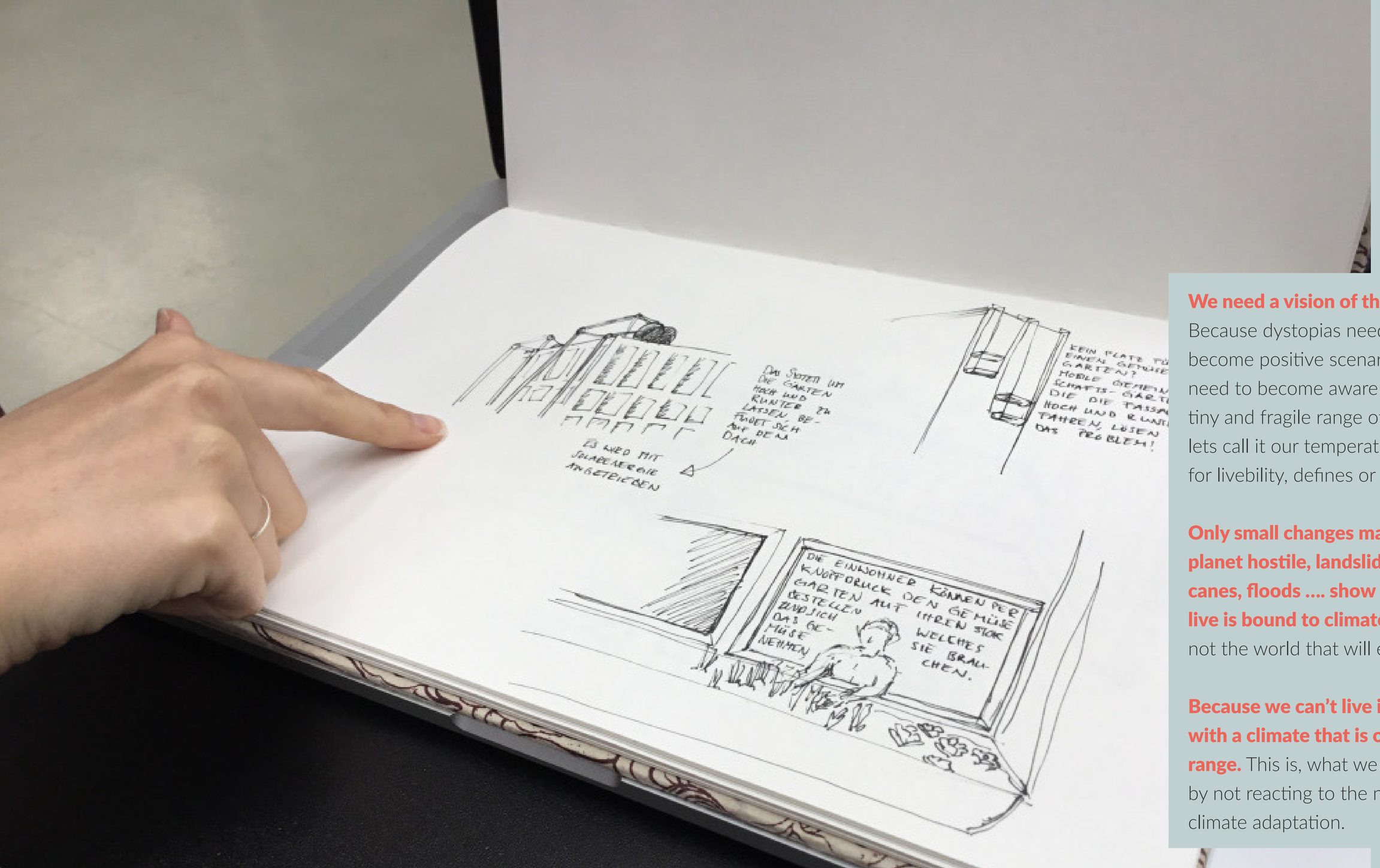


After some doubtful decades of endless climate discussion, now the time is **ready for actions**. Because if we do not reach the **Paris goals of temperature reductions**, we will be lost.

But it could look like that we have a immense **gain of interest at the moment, even on Tiktok** or Instagram, platforms, some months ago not known for such discussions. **And Social Media knows no boarders or climatezones.** These platform are now spreading all over the world.

Former stories worked with the scenario of **loss and anxiety**. Yes, we have to give up **climate robbery.**

But we can also **face the positive options** like digitalization and artificial intelligence … and we need them all.



We need a vision of the better. Because dystopias need to become positive scenarios. We need to become aware that this tiny and fragile range of climate, lets call it our temperature range for livebility, defines or lives.

Only small changes make our planet hostile, landslides, hurricanes, floods …. show us, that our live is bound to climate. And it is not the world that will end, **its us**.

Because we can't live in a world with a climate that is out of range. This is, what we endanger by not reacting to the needs of climate adaptation.

We have already stretched this range of global warming. We are in **the discussion from two to three degrees** … and some start to think of even five degrees augmentation.

So let's look closer: When we look at this picture, we all are able to find out – **this is a war picture.** Even, when we have never seen such a thing in real life. These pictures are iconic and given.

We have such pictures for war. **But do we have similar pictures for climate change?**

And why is there no such picture for climate change?

And there is no such picture for climate change? And why? Because climate change is **complex**. We can see climate change by **symptoms**, all open for interpretation.

If we have a wildfire, one says:
Its climate change!
The other says: this is a wild fire!
And we have had wildfires since ever.

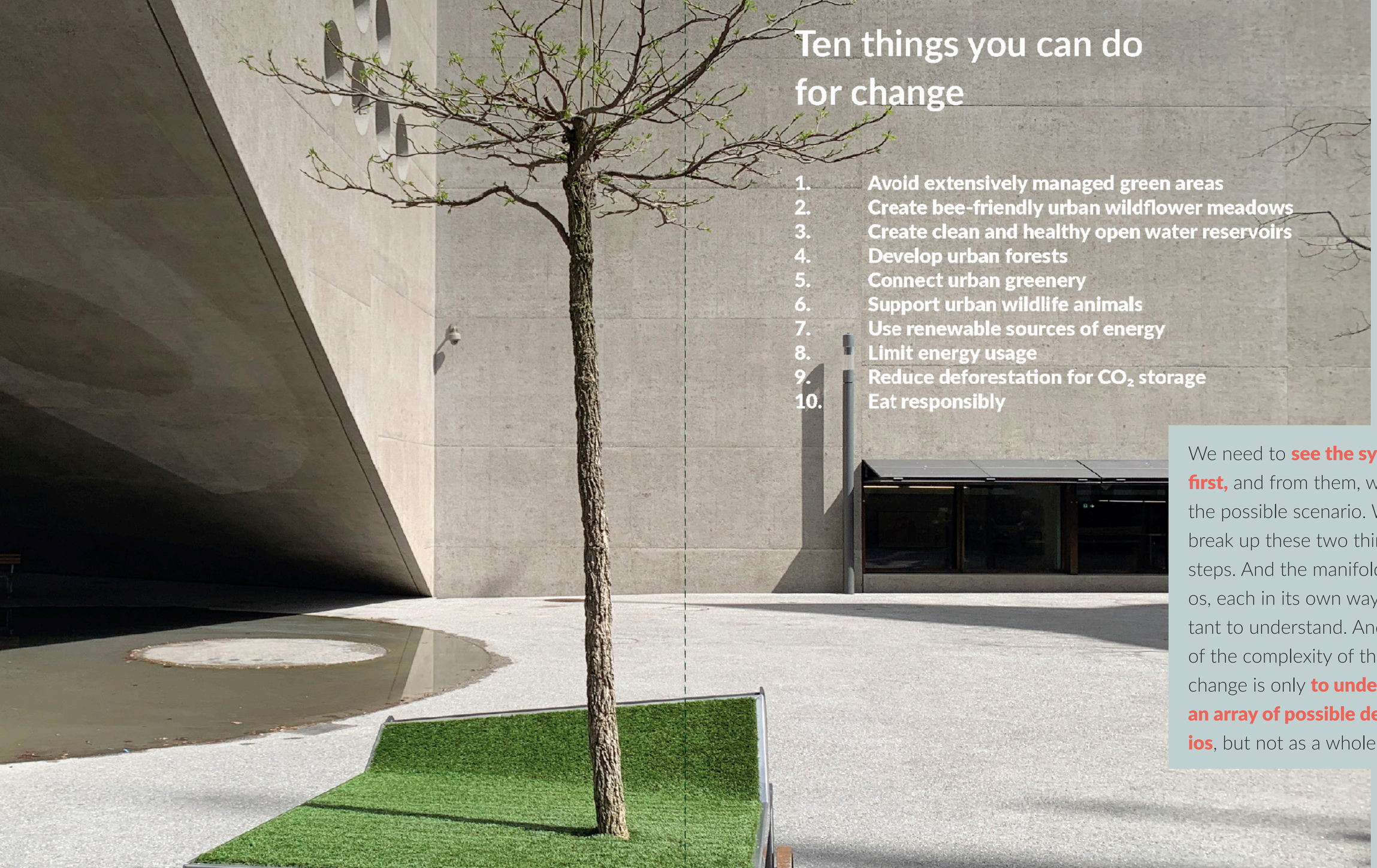
It has always been the great trick of devil, to make man believe, he didn't exist.

And like devil, the climate crises is not visible, but the symptoms are. And therefore, we have no image of climate change.

And so we have no idea of life on a planet with a climate of 3 degree plus. We can’t imagine a world, where we can’t escape to a good climate zone, because there is none.

We actually have to look at all the individual subsystems and see when they tip over. We have to accept a climate that has developed irretrievably in a direction that we no longer like, or even more, when these changes are no longer reversible. **We are at this very tipping point of possibly no return.**

And this is what sketches are for.
They help us to observe the world in detail, these tiny individual sub-systems.



Ten things you can do for change

1. **Avoid extensively managed green areas**
2. **Create bee-friendly urban wildflower meadows**
3. **Create clean and healthy open water reservoirs**
4. **Develop urban forests**
5. **Connect urban greenery**
6. **Support urban wildlife animals**
7. **Use renewable sources of energy**
8. **Limit energy usage**
9. **Reduce deforestation for CO_2 storage**
10. **Eat responsibly**

We need to **see the symptoms first,** and from them, we go to the possible scenario. We have to break up these two things in two steps. And the manifold scenarios, each in its own way, is important to understand. And the whole of the complexity of the climate change is only **to understand as an array of possible detail scenarios**, but not as a whole.

If we do not understand a threat, then we cannot confront it. So we need to understand what the threat is by **observing what the trigger of the scenario** is, then we can respond. So we need to create this space for action **so that we can master climate change**.

And that‘s why storytelling is important. **You must explain these symptoms and a single scenario**. And always again and again.

That‘s how you can initiate understanding.

So we **start before the climate deniers**. Nowhere is science more in agreement than on climate science. And yet there are deniers.

The observation by sketching starts significantly before the fronts of climate deniers.

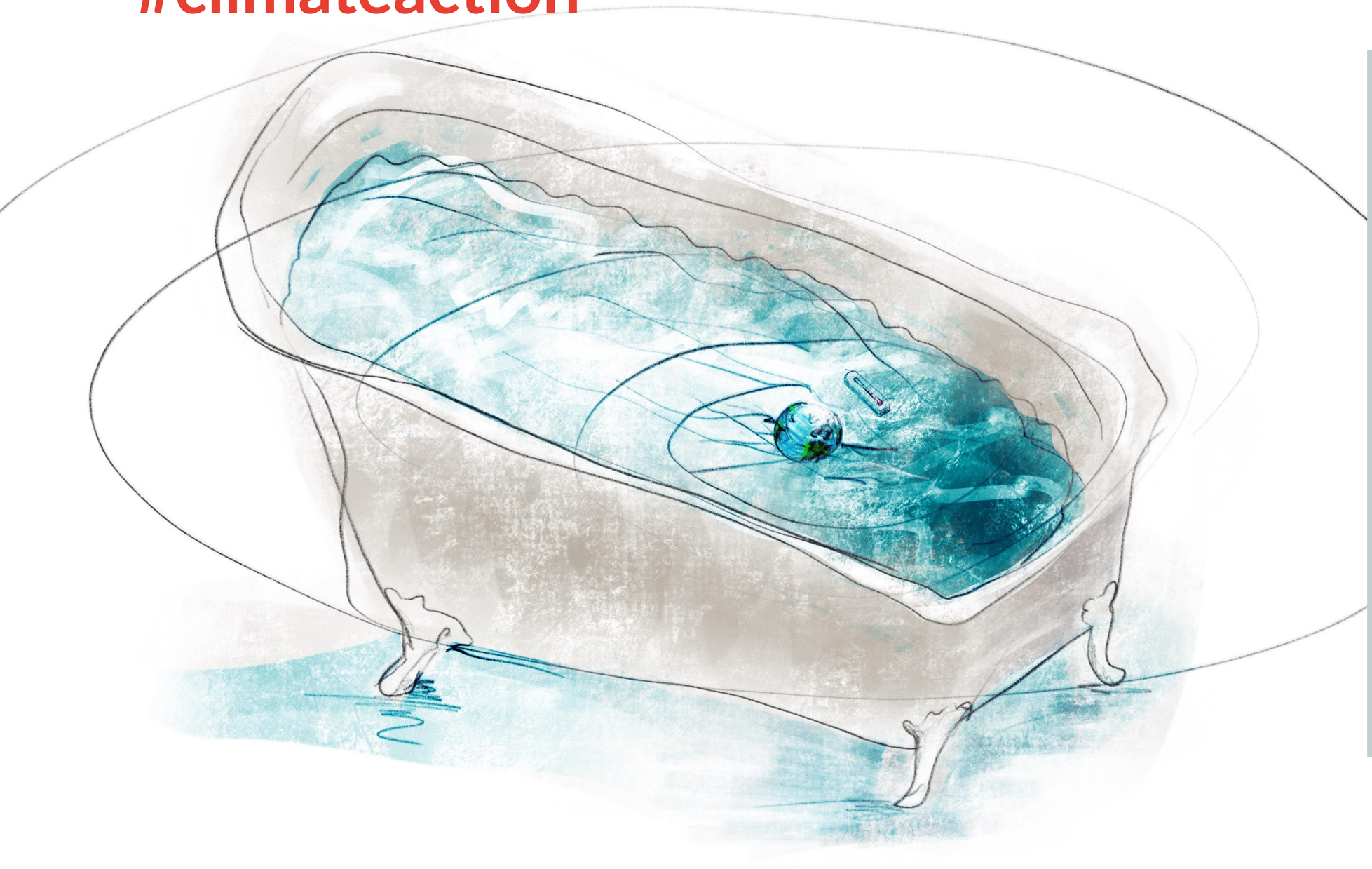
It is common sense: there are only possible scenarios. **Scenarios are paths, correctives for predictions**. Here it is important to show the **options for action**. They give us the sovereignty to shape the future.

That is why **communication** through stories based on observations, sketched, individual and in-depth observations is so important.

To **learn about symptoms and ten points of actions**, we have prepared this booklet for you.

Pointing out creative space, knowing how to face climate change, that's important. We should be able to experience ourselves as creators. **So all we have to do is open the toolbox.** Choose something! **Flex** your muscles! **You are challenged!** Do something, experience yourself positively as **a creator for the future climate adapted world.**

#sketchcity
#climateaction



We have here:

1. Pencil and iPad
2. Knowledge about climate adaption needs
3. Analytic thinking enhanced with precise observation by sketching
4. Knowledge about how to narrate a far too complex story avoiding deniers might turn around the story
5. A smart device with a digital sketch, just entered the digital output channel, postable directly via social media
6. The snow ball effect on social media by the sketched symptoms, spread by the channels and arranged by hashtags

So lets start sketching! And as you know, **sketching is a happy task ...** let's spot symptoms and find places for climate change actions. Develop your individual story for Rotterdam.

Sketch your idea for an action. This is the story of this Sketchcity week: **We want to see 130 stories about the need of actions, because you observed the symptoms by sketching.** And because you have learnt how to act to fight climate change.

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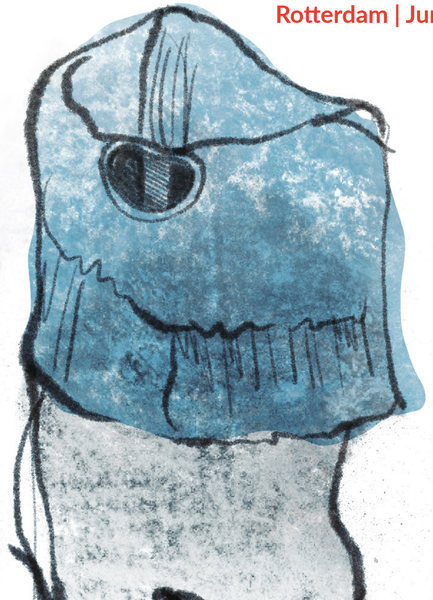
#happysketching

thanks for your attention



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Rotterdam | June, 2022

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