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If this is “the new normal”, what should we do

IN THE WAKE OF A CRISIS





**Live experiences
are precious**

Nastia Ivanova och Seung Hwan Lee dansar utanför ett fönster. Foto: Anna Berntzén

PRESSMEDDELANDE - 31 MARS 2020 13:10

**Norrdans take away – beställ hem din
dansupplevelse!**

Quarantine sessions



Quarantine Sessions - Smells Like Teen Spirit

786 466 visningar • 18 mars 2020

👍 46 018

💬 5



Tom Misch 🎵
422 000 prenumeranter



Sophie Ellis-Bextor - Kitchen Disco #10 (Live on Instagram, 29/5/20)

PRENUMERERAR



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Call: In the wake of a crisis

Focus:

Societal value and economical recovery

- Significant change/value in 6–12 months
- Based on innovation – originality and renewal
- At least 2 project partners, one needs owner
- Solutions to be tested within the project's duration by needs owner

Focus areas



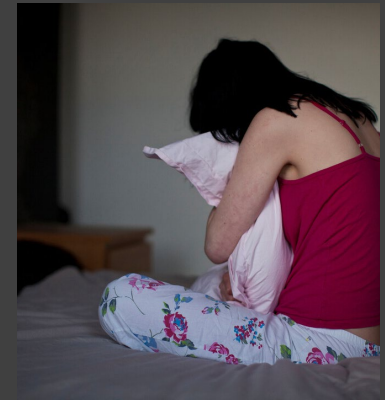
Public transport



Culture and tourism



Rehabilitation (remote)



Social worry

Stats

2 CALLS: 2020 + 2021

91 projects, 81 MSEK (+62)

42% female project managers

Company 55%, Univ 11%, NGO 6%,
Gov 6%

Health 39%, transport 23%, education
10%, care 10%,

+60% of applications about digitalization

Large cities most common

Huge interest (10% approval rate)



Couch tourism



Portfolio

Distance education, safe disposal of protective clothing, home delivery for elderly, logistics for people in quarantine, music rehearsal at a distance, counselling at a distance, guided tours using VR, nudging for hygiene routines, overcoming loneliness (elderly), communication during a crisis, drone delivery for home care, delivery systems in the non-urban areas, the post-covid restaurant business, tourism at a distance, selfcare programs (stress, worry), training for laid off staff, sharing platforms for neighbors, post-covid staffing for agriculture (guest workers), production of respiratory protection masks

Shortcomings

- Decisions based on a mix of gut feeling, fear and tradition
- The importance of information. It is impossible to make sound decisions if you lack data.
- Mistakes will happen, because we need to experiment in an unknown situation.

Challenges

- Social caring and intimacy but with physical distance – we are not there yet
- Going digital 1.0 – again
- How can we match people, organizations and needs/capabilities
- A wish: a way to tell what we do not know. You can only get help by telling others. The common problem is not a lack of solutions, it's that you don't know those with a solution. They don't know you are looking for them.

Conclusions

- The space to create is not gone, it's just different
- Restrictions rarely a limit. It forces us to try new directions.
- Doing beats theory.
- A new situation leads to uncertainty, which can lead to fear. Not a good place.
- We do best what we know. We need to practice on crisis and innovation.
- Why did we not take the opportunity to do radical change? No one would have been able to stop change.







Prototyping futures

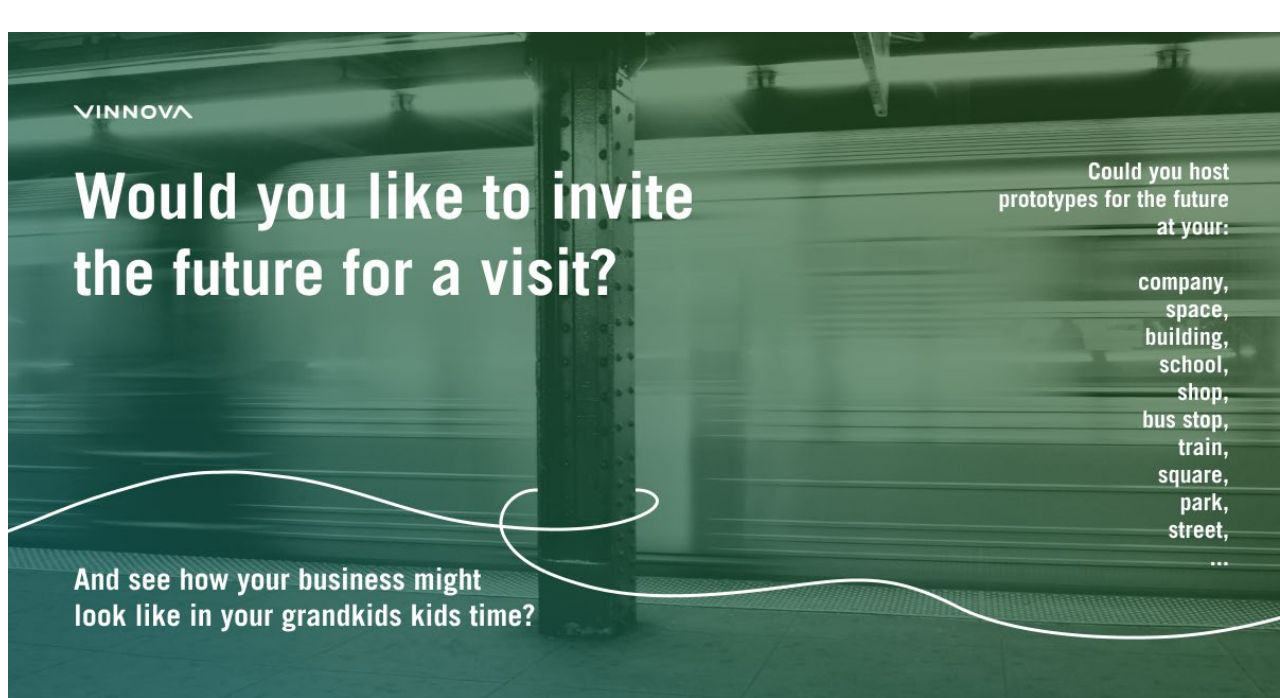
Pieces of the future are coming to visit us in the autumn of 2022!

VINNOVA



Do you want to prototype futures in public spaces across Sweden?

VINNOVA



VINNOVA

Would you like to invite the future for a visit?

And see how your business might look like in your grandkids kids time?

Could you host prototypes for the future at your:

- company,
- space,
- building,
- school,
- shop,
- bus stop,
- train,
- square,
- park,
- street,
- ...



VINNOVA

Do you want to prototype futures?

Are you an:
artist,
designer,
maker,
creative,
architect,
visionary,
...

Are you skilled in creating things that do not exist yet?



VINNOVA

Do you want to engage people in constructive conversations of our futures?

So that we all could act in a more constructive way to create the future we want.

Are you a:
co-designer,
dialog expert,
facilitator,
process leader,
conversation specialist,
event organiser,
...

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**A good science
fiction story should
be able to predict not
the automobile, but
the traffic jam**

FREDERICK POHL





1.5 Million Packages a Day: The Internet Brings Chaos to N.Y. Streets



25-27 August

Transformation Hotel

The prototype Transformation Hotel and its blue community garden aim to create broad and understandable narratives for the transition process and engage citizens in the work.



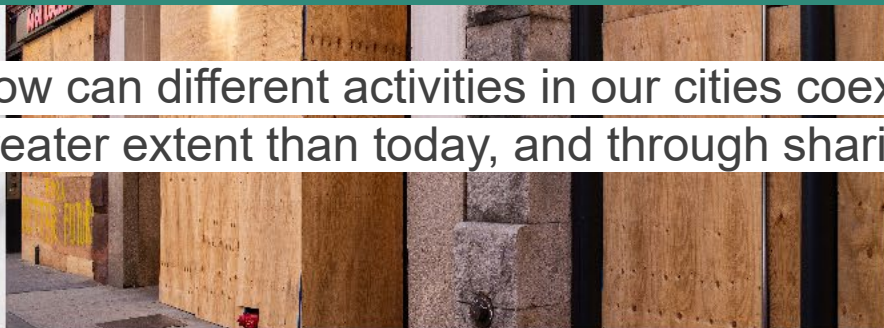


SHOPPING NORM

21-22 September

En ny Stadslivsnorm

How can different activities in our cities coexist in the same space, to a greater extent than today, and through sharing create city life together.



UNCERTAINTY NORM



CITY NORM

