

changing destination

ARTISTIC ARTICLE



Ingeborg Govaart
1226967

Index

04 Introduction



08

Chapter 1: Climate breakdown

- 1.1 Climate breakdown effects
- 1.2 Climate crisis debate

15

Chapter 3: Design activist

- 3.1 Changing Destination
- 3.2 'Conscious Dinner Party' series
 - Context
 - Discussion
 - Collaborators
 - Social media storytelling
 - Website
- 3.3 'The Game' that won't entertain
 - Context
 - Players
 - Game mechanics
 - User tests
 - Technology
 - Graphics
 - Interactive installation



12

Chapter 2: Environmental refugees

- 2.1 Definition
- 2.2 Recognition
- 2.3 Canadian Inuit



35

Evaluation

- What succes looks like
- Future projects

37

References

39

Appendix 01

45

Appendix 02



Introduction

In my ideal world every person lives in a place with fresh air, clean drinking water and enough food to live a happy life. Producers and consumers are more conscious about packaging and the contents of their products. All means of transport produce fewer to no polluting gases and the world consumes less to no meat- and dairy products.

Changing Destination is an artistic research project about environmental issues, environmental refugees and the impact a single person can have on his or her ecological footprint. That something has to change in our mentality and behaviour towards the climate crisis is a fact. There are still obstacles that prevent the majority of the earth's population from shifting their behaviour and political policies towards more sustainability. This can be driven by personal but also by economic reasons.¹ Next to being an artistic project, Changing Destination has an educational purpose. Addressing an adult audience in a way that is entertaining but backed by science. The project stems from my conviction and belief in an eco-friendly world. This together with the conviction that designers can have a positive impact on the climate crisis debate. Therefore the main research question is:

How can my journey to zero waste be translated into an interactive installation that influences the climate crisis debate and shifts the view on environmental refugees?

The artistic project is about combining my personal story and the climate breakdown experience of affected communities in an interactive installation with the goal to confront the audience with a simple storyline that holds a mirror and sets reasonable goals to take action. My objective is to make people aware of their ecological footprint by making one person's impact visible. Maybe this impact is not visible in his or her own environment but surely in someone else's environment. **Seeing is believing.** We need to learn to co-exist with the ecosystem that supports us because the planet can live without us.

The project is divided in two parts, each with a different purpose. The first part is the '*Conscious Dinner Party*' series, a dinner with discussions about topics related to environment, refugees and climate breakdown. The goal of the dinner is to start a conversation between people in a casual way. The dinners also need to generate money to fund the second part of the project, '*The Game*' that won't entertain. **It's not your typical game and you won't be entertained.** The game will be developed in two formats, one can be played as an online game and one as a physical interactive installation. The world inside the game is a living organism that can be influenced by the ecological impact of the players. The players will input their lifestyle through a set of questions and the world shows them how these answers will influence its environment and the lives of the people and animals that live in it. The current living situation of the Arctic Inuit in Canada is taken as a frame of reference for the setting of the game. The players can discover small solutions on how their lifestyle could be more sustainable. At the end of the game every player gets challenged to pledge to one ecological change to save someone else's life.

Our goal as humans is survival, but in the meantime we need to learn to co-exist with the ecosystem that supports us. For years it has been a mistake to think that because of climate breakdown the planet is at stake and not the human race. Though the earth has gone through numerous climate crises, which in some cases caused massive extinction. If we keep heading the same way we have been for the last decades there soon will only be fights over fresh water and safe land. Humans have only been around for 0.004 percent of the earth's history. Climate breakdown is not new to the planet, but it is to us humans.²

In the meantime climate breakdown continues to affect growing regions around the world, threatening to create as many as 200 million environmental refugees by the year 2050. Still, people who migrate because of gradually deteriorating living conditions are regarded as economic migrants and as such have no recourse to any of the international instruments that otherwise protect the rights of internally displaced people, asylum seekers and refugees.³ It is estimates by experts that in 2017 alone 18,8 million people were displaced because of climate breakdown related disasters, but these people are not officially recognised as refugees by governments under the Geneva Refugee Convention. One example of environmental refugees are the Inuit people in the Arctic region. This region, that is stretched over the USA, Canada and Greenland, is warming faster than any other place on earth.

In 2003, after the ice formed around Christmastime, temperatures rose to four degrees Celsius and it started to rain. This had never happened before on the Arctic.⁴

The Inuit people who live in this region have been noticing the change and have been forced to adapt their culture to the new climate. They are among several communities around the world that had to face the impact of climate breakdown without having a big ecological footprint themselves.

During the research phase I discovered several communities in critical living conditions due to climate breakdown. Forced to move to other regions or countries for survival. It was overwhelming to see how many already vulnerable people were affected by the effects of climate breakdown. To choose one was a necessity to focus the project towards one clear example. The Canadian Inuit are chosen because when I lived in Montreal I saw that they were a big part of the homeless community in this city and others. In the past the Canadian government has profiled itself as a safe haven for refugees from Syria and other places of conflict. For me it was strange that this native community was excluded from this safe haven and were left to fend for themselves. This particular group of Inuit is also representing itself in the Canadian government, making their living situation measurable through scientific research and policy.

You'll notice that I am not using the terms 'climate change' and 'global warming'. Instead I'll be using 'climate crisis/breakdown' and 'global heating'. The reason for this is best explained by Guardian editor-in-chief Katharine Viner, "We want to ensure that we are being scientifically precise, while also communicating clearly with readers on this very important issue. The phrase 'climate change', for example, sounds rather passive and gentle when what scientists are talking about is a catastrophe for humanity." ²³

CHAPTER 1: CLIMATE BREAKDOWN

Why have we not solved the climate crisis yet? A lot of factors contribute to climate breakdown and the prevention of it. The world is currently one degree Celsius warmer than preindustrial levels.^{4, 5} Tens of millions of years ago there was as much CO₂ in the atmosphere as is today. Industrial livestock farming, deforestation and use of fossil fuels have led to emissions of unprecedented quantities of greenhouse gases. Around 97 percent of climate scientists agree that the greenhouse gases emitted by humans have a dominant influence on climate. On average, it is now more than a degree warmer than a century ago. The five warmest years ever measured, all fell after 2010.^{6, 7} There are many effects like lack of fresh water, extreme heat and increasingly severe forest fires. Global heating also has an impact on wildlife and fish population.

gases emitted by human activity to the same levels that trees, soil and oceans can absorb naturally. Also developed countries are asked to help developing countries by financing the switch to renewable energy.⁸

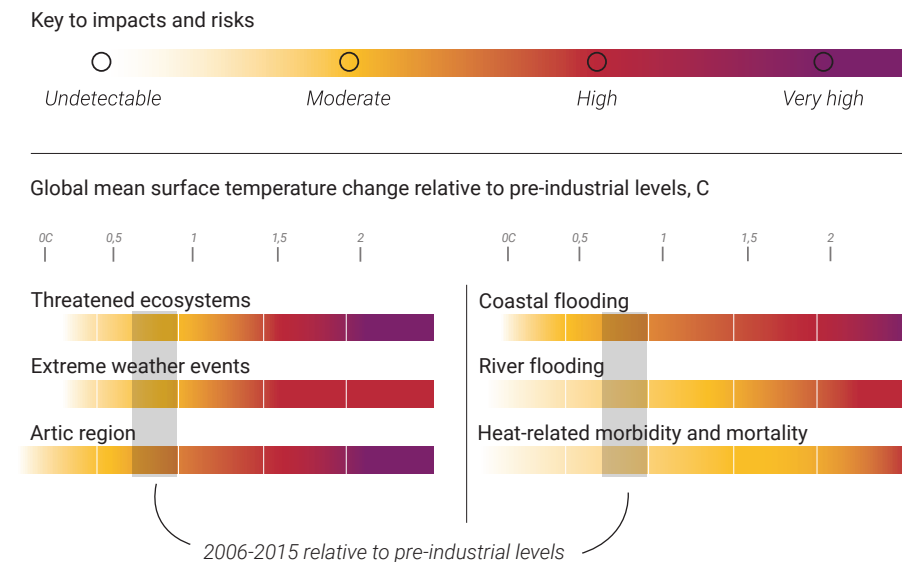
But the world's leading climate scientist have warned there is only a dozen years for global heating to be kept to a maximum of 1.5 degree Celsius, even half a degree more will significantly worsen the risks of droughts, floods, extreme heat and poverty for hundreds of millions of people. This is a feasible goal although it is at the most ambitious end of the Paris agreement. A half degree difference could prevent corals from being completely eradicated and ease pressure on the Arctic, which is warming two or three times faster than the world average.⁴

"We can give future generations a more stable, healthier planet, with fairer societies and more prosperous economies."

- Jean-Claude Juncker, President of the European Commission⁷

On December 12th 2015 almost two hundred world leaders gathered in Paris for the United Nations Climate Change Conference. Here they signed the Paris Climate Agreement. All countries pledged to keep the global temperature below 2 degree Celsius but strive for only a 1.5 degree Celsius increase. Beginning 2050 all countries limit the amount of greenhouse

Rising temperatures, rising risks ⁴



1.1 Climate breakdown effects

In this article I will only be discussing two effects of the climate crisis that will, sometimes partially, be used in the artistic project. There are several more effects and in depth articles related to climate breakdown to research about and I encourage you to do so after finishing this article.

Extreme heat

Oxfam Professor of Environmental and Resource Economics Edward Miguel studied the relationship between climate breakdown and conflict in African regions. He states that when the world is warming, it gets violent.⁹ An increase in temperature can have a big effect in African countries because most people rely on agriculture. The farmers depend on the rain because they don't have irrigation systems. When rain fails, the crops fail, and income plummets. A humid and dry environment together with no water means conflict and people having to leave their home. Civil war in Africa is very common, at least 80 percent of the

countries have suffered in the last decades. Professor Miguel found sixty quantitatively studies to understand the link of extreme climate with violence. These studies showed that several major civilisations have collapsed during dry and hot periods, periods we may experience in the next forty years.⁹ We can take these findings to make implications for Africa and other dry regions, but no real solutions have been found yet. The best solution would be to not have a climate crisis, but this is up to the developed countries. Climate breakdown is not Africa's fault, but as their income has been increasing in the last fifteen years we will soon need five planets if they all want to live like Western countries.^{9, 10}

**49%**

of all CO₂ emissions are caused by the richest **10%** of the world population⁶



Permafrost

Permafrost is arctic soil that is starting to collapse due to the planet warming up and the ice melting. This is happening all over Alaska, Canada and Siberia. The terrain becomes soft and all vegetation collapses with the ground. Soil is falling away due to abrupt erosion. The landscape can change dramatic because the thawing soil also leads to subsidence of houses and roads.^{11,12}

Permafrost is melting in areas scattered around the Arctic, which makes it hard to study. But scientist at NASA are doing so. It is important because the temperature of the permafrost is rising. When permafrost melts, the ground lowers and new lakes and ponds appear around the Arctic. Permafrost holds CO₂ and methane. With the ice melting these gasses are released in the atmosphere. There is around a 1.000 billion metric tons organic carbon in the top three meters of the permafrost. Put in perspective there is 350 billion metric tons of carbon that has been released in the atmosphere by humans since the beginning of the industrial revolution. If this is released in the atmosphere it would be devastating and imminent. Scientists estimate that in the year 2100 a quarter of all greenhouse gases from human activity in the atmosphere came out of the permafrost.^{11,12}

1.2 Climate crisis debate

Countless citizens, cities and companies are working towards a green future. It is precisely during a period of great change that our stories, decisions and actions can make the difference.⁶ Decades of research from collaborations between neuroscientists and psychologists has found that the human brain is not wired to respond to large, slow-moving threats. The distance, in time and in space, makes it so that we cannot relate to things that might happen in twenty years or the fact that polar bears are dying on the other side of the world. Often it is not because we do not care, but it is just too complicated. Another factor researcher have found is **loss aversion**, which means that we are more afraid of losing what we want in the short-term than overcoming obstacles in the long-term. This built-in bias of optimism makes an irrational projection of sunny days in our head, in spite of the evidence to the contrary. Therefore we tend to seek for information, not to gain knowledge, but to find support for our established views.¹³ On the other hand, we have proven in the past that we are able to tackle bigger issues, for example the hole in the ozone layer. Because of our efforts scientists estimated that the hole will be healed around 2050.¹⁴

"1.5C gives young people and the next generation a fighting chance of getting back to the Holocene or close to it. That is probably necessary if we want to keep shorelines where they are and preserve our coastal cities."

– James Hansen, Former NASA scientist⁴

Politics

At the moment governments do far too little to limit global heating. It is expected that with their current policy governments will achieve about 30 percent of the emission reduction that is necessary in 2030 to maintain a safe living environment. The most visible opponent of climate breakdown action is US President Donald Trump. He announced that his country will withdraw from international climate talks and the Paris Climate Agreement in 2020, but in that year a new US president can be elected.¹⁶ On the other hand, countries such as China and India are increasingly opting for clean electricity from the sun and wind. Also cities are becoming increasingly important. Mayor of Paris Anne Hidalgo wants to ban petrol cars out of her city by the year 2030.

The Dutch government is stuck between two thoughts. Many political parties say that sustainability is important. But the policy they make and the voting behaviour in the House of Representatives are not consistent with working towards greener alternatives. The Dutch government is intensely intertwined with the oil and gas industry. The active breakdown of a branch with which you are fused, is difficult. In the meantime, the fossil industry is still lobbying for its own preservation of life: not only in national and European politics, but also in the curriculum of universities and in education.⁶ Climate activists also

try to persuade the Dutch government to do more by suing them. The Dutch court ordered the state to reduce its emissions by 25 percent within five years to protect its citizens from climate breakdown. This is the first climate liability suit in the world against a government and will open doors for other countries to do the same.¹⁵

Change of mind

Climate breakdown caused by greenhouse gases and other fundamental causes are almost invisible, and the science behind it is very complicated. These causes need to be made visible for people to act. What has been proven to work is the use of status, metrics and friendly competition. Professor of management and psychology Elke Weber states: "Carbon footprints have been useful because people can improve. You can actually have a positive trajectory and feel good about that. Then you can compete. Everybody likes to have that smiley face, no one likes to have a frowny face. Social competition is a useful tool to engage people in reducing their impact on the environment. We are social creatures and we like to be the best."¹⁴ In a more rational environment you'll need metrics. Metrics can focus our attention on the long-term outcomes and goals. That is what we need because we naturally focus on the here and now.¹³

CHAPTER 2: ENVIRONMENTAL REFUGEES

What is an environmental refugee? I never thought I could become an environmental refugee, but I realised that when you are, it is already too late. Climate breakdown does not only affect the environment, but also the stability of our governments, economies, our health, and where we can live.¹⁷ What would you do if you had to leave your house and lost all your possessions because of a natural disaster caused by climate breakdown? Millions of people around the world have already had to answer this question.

2.1 Definition

The International Federation of Red Cross estimates that there are 25 to 50 million people on the planet that are considered environmental refugees, or climate refugees, but these people are not officially recognised as refugees by governments. The Geneva Refugee convention that was held in 1951 defines a refugee as a person who owing to well-founded fear of being persecuted for reasons of race, religion, nationality, membership of a particular social group or political opinion, is outside the country of his nationality and is unable or, owing to fear, is unwilling to avail himself of the protection of that country. Environmental refugees are not legally included in this status.¹⁷

In the meantime climate breakdown continues to affect growing regions around the world, threatening to create as many as

200 million environmental refugees by the year 2050. Master student in immigration and settlement studies at Ryerson University Sheila Murray states in her research that the developed world, which has benefited from carbon emissions for a long time, has a responsibility to the developing world. They are least able to adapt to new climate environments and have not been able to benefit as much as the developed world. Emissions that exist in the atmosphere today can persist for decades and will continue to affect the global climate. According to the United Nations High Commissioner for Refugees (UNHCR), "Nine out of every ten natural disasters today are climate-related". Already ten years ago as many as 20 million people may have been displaced by climate-induced natural disasters. Still people who migrate because of gradually deteriorating living conditions are regarded as economic migrants, and as such have no recourse to any of the international instruments that otherwise protect the rights of internally displaced people, asylum seekers and refugees.

The International Organization of Migrants (IOM) defines an environmental migrant as a person who, for compelling reasons of sudden or progressive changes in the environment that adversely affect his live or living conditions, is obliged to leave his habitual home, or choose to do so, either temporarily or permanently, and who moves either within his country or abroad.¹⁸

2.2 Recognition

In this article I choose the term 'environmental refugee' instead of 'environmental migrant' or 'economic migrant' because of the impact of the word. A migrant seems to me to be moving voluntarily, but a refugee has no choice. Acknowledging environmental refugees as such would in my opinion increase the need and urgency of the prevention of climate breakdown.

Professor in migration, refugees, development and environmental change Richard Black, however, argues that despite the large number of environmental refugees it is not possible to separate climate causes from causes such as poverty, overpopulation, land disputes, or other factors. Black places the term "environmental refugees" in quotation marks, implying a lack of veracity. A study by Karen McNamara suggests that the work of scholars such as Black, whose critiques emphasize multi-causalities and challenge the term environmental refugees, have allowed politicians and others to exclude the environmental factor from refugee research and policy.¹⁸ Since November of 2017 the UNHCR acknowledges some people as environmental refugees under the Geneva Refugee convention, but only if public order is disturbed.¹⁹

2.3 Canadian Inuit

One example of an affected community are the Inuit people in the Arctic region. This region, stretched over the USA, Canada, Greenland and Russia, is warming faster than any other place on earth. In 2003, after the ice formed around Christmastime, temperatures rose to four degrees Celsius and it started to rain. This had never

happened before on the Arctic.²⁰ The Inuit people who live in Canada have been noticing the change and have been forced to adapt their culture to the new climate. The Northern isolation has had an influence on the political and economic development of the Inuit. The wildlife of the region has determined the overall well-being, both historically and up to the present day.²²

Living conditions

Nowadays when pursuing animals the Inuit need to be careful because the ice is thin.²¹ They find their natural resources both on land and sea. Hunting for caribou, muskox, polar bears, seals and whales has contributed to their traditionally nomadic lifestyle. This lifestyle has always been subject to seasonal changes and migration. Depending on the patterns in nature, the Inuit have formed a strong reliance on, and connection to, the environment.²²

The threat of global heating is one of the primary concerns of the Inuit. Even early on they recognized signs of climate breakdown in their environment. The water from some rivers smells and tastes bad, it is often not drinkable anymore. Also the majority of caribou and other animals are a lot skinnier. Another problem that they have to face is the permafrost melting, which has destroyed

the foundations of houses, eroded the seashore and forced people to move inland. There is only one positive change because of the warming climate. Animals that used to live further south are moving further up north and these species could become new food sources for the Inuit.²¹

Politics

All these effects have made the Inuit early advocates for national and international policies to address climate breakdown. In 1950 the Canadian government started relocating some of the Inuit to permanent human settlements for economic reasons. By the early 1960's the hunters started to notice the scarcity of caribou in their hunting grounds. That the arctic region was constantly changing hadn't been uncommon. But having to stay in one place made for a severe animal de-population and shortage of resources for the Inuit to use.²²

Not wanting more intervention from government, the Inuit formed the Inuit Circumpolar Council (ICC) in 1977. The

organisation represents the interests of all 155.000 Inuit inside the Arctic circle. They speak out on issues like indigenous rights and protection of the arctic environment. Sheila Watt-Cloutier, the chairwoman of the ICC, states:

"People worry about the polar bear becoming extinct by 2070 because there will be no ice from which they can hunt seals, but the Inuit face extinction for the same reason and at the same time."^{20, 22}



CHAPTER 3: DESIGN ACTIVIST

Why do I think my personal story can have an impact? Five years ago I got inspired by vegan Youtubers who advocate with their lifestyle for a better environment. I was convinced that within the month I would have eliminated all the meat- and dairy products from my diet. Unfortunately I failed. It made me feel really bad about myself seeing these people on YouTube and Instagram, like Ellen Fisher and Alyse from Raw Alignment. They were able to reach their goal and look so perfect. It made living a vegan lifestyle an almost unattainable goal.

Having done more research over the years, I recently adding a zero waste lifestyle to the list. Although I am still struggling with the temptations of eating meat, I feel less guilty about not being a 100 percent perfect. In an interview with a professor from my old college, who has been a vegan for over five years, I learned that **a 100 percent is not realistic but 95 percent is good enough.** By putting too much pressure on yourself, doing the right thing becomes a burden. With that positive attitude I want to convince others through my project or just by having a conversation.

objective is to translate scientific reports into a medium with digestible information. Making the experience entertaining, while involving people in a narrative towards long-term solutions against climate breakdown. The project is divided into two parts, the *'Conscious Dinner Party' series* and *'The Game' that won't entertain*. The dinner series revolves around discussions involving people in the project. It is set up to raise funds for the development of the game. This game makes one person's ecological footprint visible. It also shows its players that the lifestyle they live might not have an impact on their environment but will influence somebody else's environment. See *image below for detailed project planning*.

3.1 Changing Destination

'Seeing is believing'. Changing Destination is an artistic research project combating climate breakdown and highlighting the issues of environmental refugees. The

	CONSCIOUS DINNER PARTY	THE GAME THAT WON'T ENTERTAIN	SOCIALMEDIA	EXHIBITION
JUN	Give third dinner party Experiment 3 during dinner party	Develop low-fidelity prototype Search for partners	Maintain social media	Graduation show
JUL	Organise fourth dinner party Develop format dinner party for distribution	Organisation crowdfunding / grants Set up income plan	Develop website	
AUG	Give fourth dinner party	Develop high-fidelity prototype	Maintain social media	
SEP	Organise fifth dinner party	Start developing game Collaboration board game	Maintain social media	Exhibition show in Maastricht / Hasselt
OCT	Give fifth dinner party	Game in the making	Maintain social media	
NOV		Game in the making	Maintain social media	

assigned with whose opinion they must discuss. There are five different characters that are loosely based on a combination of real people:

- 1) Greenpeace activist;
- 2) Left-wing politician;
- 3) Scientist;
- 4) Lobbyist for major oil company;
- 5) Right-wing voter.

Every discussion group consists of a maximum of five to six people. They are given 20 minutes each round. The first round to discuss in the viewpoint of their given character, the second in their own opinion. The evening ends with a full stomach and an option to pledge to one challenge to make the attendee's life more sustainable for a month.

Full detailed descriptions of all the characters can be found in appendix 01.

3.2 'Conscious Dinner Party' series

This part of the project came forth from my natural urge to have an open conversation or discussion with people about what I believe in. That is the basis of all the projects I make. Combining this with food, the biggest environmental polluting industry, therefore made sense.

Context

A 'Conscious Dinner Party' dinner consists out of three parts: a three course sustainable, local and seasonal dinner, educational discussion and an experiment that is related the second part of Changing Destination, 'The Game' that won't entertain. The 'Conscious Dinner Party' series is also

responsible for generating enough funds to start the development of 'The Game' that won't entertain. The series consists out of five dinners with a dinner held every two months. Each time the scale of the dinner is expanded. I first started at home with just my friends and will grow to a larger scale by involving businesses and restaurants to attract a larger audience every month.

Discussion

During the dinner there will be two rounds of discussion. Each round is about the two documents delivered two weeks before the dinner. Together with these two documents a dinner party attendee also gets a character

changing destination presents

CONSCIOUS DINNER PARTY

series

Hello [NAME],

You are cordially invited to the Conscious Dinner Party that will take place on [DATE AND TIME] at [ADDRESS]. You can find all the information about the dinner in this letter. Read the instructions carefully.

Set up
You will be attending a three-course sustainable dinner which includes two drinks. During the dinner there will be two rounds of discussion. The discussions are about the content of the two documents given to you in this letter. You will also be given a character whose opinion you will defend. Your character details are described at the bottom of this letter. Every discussion group consists of five to six people. The first round you will have 20 minutes to discuss with your group using the opinion of your character. The second round you are allowed to discuss with your own opinion.

Reading material
Below you can find two documents with which you can prepare for the dinner. This dinner's topic will be about [DINNER TOPIC]. To help start up the discussion you can formulate two questions or remarks based on the content of the given documents.

Document 1:
[DOCUMENT 1]

Document 2:
[DOCUMENT 2]

Admission
The ticket price for the dinner is €17,-. To be officially registered, the ticket must be paid at least one day before the dinner. You can pay at the bar on location or transfer the money to: NL 57 RABO 0135030692

If you have any questions in advance, you can contact the organisation through the facebook event or at info@changingdestination.com

01. Robin Woodley

Greenpeace activist

Pro-environment

Name

Occupation

Position

Robin sets up political demonstrations. Hundreds of people attend these public demonstrations to disrupt traffic and daily life and get the attention of the government. Robin believes time is running out and civil conversations are not enough to get people to make real actions towards a more sustainable future.

Objective

“There is nothing like a common enemy to unite us and there is no enemy more common than climate change.”

The different challenges are:

- 1) Only eating meat for two meals a week or less;
- 2) Only eating dairy products for two meals a week or less. In this challenge you don't eat meat at all;
- 3) Not using plastic straws;
- 4) Ditch all single use plastics;
- 5) Use only means of transport with little to no impact on the environment.

Through the Facebook event and Instagram account the attendees are kept motivated and are asked to give an update on their chosen challenge.

For a visual presentation click [here](#) to view the after movie of the second dinner in the series.

Collaborators

Because the project is divided into two parts it needs two different kinds of collaborators. For part one, the 'Conscious Dinner Party' series, the project needs:

- 1) a chef to prepare the food at the third dinner party;
- 2) a restaurant in order to expand the dinner series and increase the number of attendees;
- 3) a number of volunteers with prior knowledge in climate breakdown and environmental refugees to facilitate the discussions.

For part two, 'The Game' that won't entertain, the project needs:

- 1) at least one programmer familiar with Unity, MagicaVoxel and/or web design;

- 2) city of Maastricht to approve installation be put in urban areas Maastricht.

Social media storytelling

Storytelling has always played a part in successful marketing. Stories enable the project to build personal identity and create a connection with the target audience. The medium that is going to be used for the online storytelling is **Instagram**. For the target audience this platform is with 45 percent the most used social media platform. Instagram is made to visually tell a story and coincides with the brand positioning statement 'Seeing is believing'.

The message that needs to resonate on this social media platform:

- 1) is visually attractive;
- 2) shows that one person can have an impact;
- 3) is captivating and easy to understand;
- 4) stimulates a discussion;
- 5) is personal and connects with the target audience.

The social media platform will promote subjects like the 'Conscious Dinner Party' series, process of developing 'The Game' that won't entertain and easy challenges for a more sustainable lifestyle.

Website

The purpose of the website is to collect the whole project in one digital place, information, documents, 'Conscious Dinner Party' series and 'The Game' that won't entertain. To make a coherent website I created a colour scheme.



On the homepage visitors are immediately directed to the information they are looking for.



Seeing is believing



Project in one sentence

Changing Destination is an artistic research project highlighting the issues of environmental refugees through different mediums, by combining science and art in a playful manner and involving people in a narrative towards long term solutions against climate change.

Project in one paragraph

Changing Destination is an artistic research project combating climate change and highlighting the issues of environmental refugees. The objective is to combine science and art in a playful manner to involve people in a narrative towards long term solutions against climate change. Changing Destination is divided into two parts, the 'Conscious Dinner Party' series and 'The Game' that won't entertain. The dinner series involves discussions to involve people in the project. It is set up to raise funds for the development of the game. This game makes one person's ecological footprint visible. It also shows its players that the lifestyle they live might not have an impact on their environment but will influence somebody else's environment.

This project is an ongoing master thesis project of [Ingeborg Govaart](#). Below you can find more information on the different stages of Changing Destination.

[One hour observations](#) / 07.01.2018 / Maastricht

[Changing Destination Manifest](#) / 29.01.2018 / Maastricht

['The Game' that won't entertain](#) / 24.06.2018 / Montreal

[Changing Destination Project description](#) / 04.02.2019 / Maastricht

['Conscious Dinner Party' series](#) / 21.03.2019 / Hasselt

Expositions

[Refest Los Angeles 2019](#) / CultureHub Los Angeles / NAVEL, Los Angeles

FAQs

What is the goal of Changing Destination?

Decades of research from collaborations between neuroscientists and psychologists has found that the human brain is not wired to respond to large, slow-moving threats. The distance, in time and in space, makes it so that we cannot relate to things that might happen in twenty years or the fact that polar bears are dying on the other side of the world. It is not that we do not care, but it is just too complicated. Changing Destination aims to show one person's impact and confront them with their lifestyle choices. The narrative is about making visible that choices you make have impact on other peoples lives. The project is about combining facts with entertainment.

Why do I think my personal story can have an impact?

I was inspired by vegan Youtubers who advocate with their lifestyle for a better environment. I was convinced that within the month I would have eliminated all the meat- and dairy products from my diet. Unfortunately I failed because I found myself still eating meat- and dairy products now and then. It made me feel really bad about myself seeing these people on YouTube and Instagram. They were able to reach this goal and look so perfect. It made living a vegan lifestyle an almost unattainable goal. Having done more research over the years, I recently adding a zero waste lifestyle to the list.

Seeing is believing



Project in one sentence

Changing Destination is an artistic research project highlighting the issues of environmental refugees through different mediums, by combining science and art in a playful manner and involving people in a narrative towards long term solutions against climate change.

CONTACT

You want to attend a Conscious Dinner Party!



A ‘Conscious Dinner Party’ dinner consists out of three parts: a three course sustainable, local and seasonal dinner, educational discussion and an experiment that is related the second part of Changing Destination, ‘The Game’ that won’t entertain. During the dinner there will be **two rounds of discussion**. A week in advance you’ll get your invitation with two sources to research before the dinner. Together with these two documents you’ll also get **a character assigned** with whose opinion you must discuss. There are five different characters that are loosely based on a combination of real people: greenpeace activist, left-wing politician, scientist, lobbyist for major oil company, right-wing voter. Your group is given **20 minutes each round** to discuss, first round in the viewpoint of your given character and the second round with your own. The evening ends with a full stomach and an option to **pledge to one challenge** to make the your life more sustainable for a month.

ATTEND

Events

[Conscious Dinner Party 01](#) / 30.12.2018 / Geleen

[Conscious Dinner Party 02](#) / 17.02.2019 / Geleen

[Conscious Dinner Party 03](#) / 00.04.2019 / Geleen

[Conscious Dinner Party 04](#) / 00.05.2019 / Onbekend

[Conscious Dinner Party 05](#) / 00.06.2019 / Onbekend

You want to attend a Conscious Dinner Party!



A ‘Conscious Dinner Party’ dinner consists out of three parts: a three course sustainable, local and seasonal dinner, educational discussion and an experiment that is related the second part of Changing Destination, ‘The Game’ that won’t entertain. During the dinner there will be **two rounds of discussion**. A week in advance you’ll get your invitation with two sources to research before the dinner. Together with these two documents you’ll also get **a character assigned** with whose opinion you must discuss. There are five different characters that are loosely based on a combination of real people: greenpeace activist, left-wing politician, scientist, lobbyist for major oil company, right-wing voter. Your group is given **20 minutes each round** to discuss, first round in the viewpoint of your given character and the second round with your own. The evening ends with a full stomach and an option to **pledge to one challenge** to make the your life more sustainable for a month.

CONTACT

3.3 ‘The Game’ that won’t entertain

It’s not your typical game and you won’t be entertained. The objective of the game is the make one person’s ecological footprint visible. The world shows its players that the lifestyle they live might not have an impact on their environment but will influence somebody else’s environment.

Context

The world inside the game is a living organism that can be influenced by the ecological impact of the players. The current living situation of the Canadian Inuit is taken as a frame of reference for the setting of the game. The players can input their lifestyle by answering a set of eight questions. Two are test questions that have no influence on

the world. The other six questions are linked to one of the elements in the world. Air pollution, water pollution, temperature rise, sea level rise, food sources and shelter. The game makes visible how these answers will influence its environment and the lives of the people and animals that live in it. With every question the players can discover an explanation why and how their answer has an impact on the environment. In the end the players discover long-term solutions on how their lifestyle could be more sustainable. They can pledge to a one-month challenge to make one ecological change to save someone else’s life. The game is made into two mediums, an online game and physical installation. Both will be linked to each other through the collection of data.

Players

To start the conversation and challenge the target audience through statements a few assumptions were made: **Do better with little effort. Everything that is too hard to do is not worth changing.** After multiple interviews some of these statements still hold truth. Not in what people are saying but what they are showing with their behaviour. The majority agreed that, besides the important role of governments, education and a bigger shock effect would be a good start for a discussion. Humans are creatures of habit. Extra stimulants can bring small steps towards a more sustainable lifestyle and change of mindset. *In the image below you can find a detailed description of the target audience.*

Game mechanics

The game consist out of different layers that pull the player into a narrative. Each given answer can make the world worse or

a little better. You can go two steps towards destroying the environment but only one step towards making it better. This is a representation of the world and the politics we live in now. When the player inputs their answer the game shows the immediate effect this answer has on its environment and explains why. The world can reset itself if the player exceeds the limitations of the environment. This can happen because each player builds upon the world that the previous player has left. A health bar and counter are used to communicate the status of the world to the players. With these statistics a player can see how long the environment has before it's destroyed, how many times it had to restart and how many players have played the game. The game never ends but keeps restarting itself. *In the image on the right you can find the flowchart and detailed explanation of each layer.* It will take one player around 7 minutes to finish 'The Game' that won't entertain. The entry level of the game is low, with players only having to answer a set of eight questions.



CHANGING DESTINATION TARGET AUDIENCE

"A better environment begins with yourself, but then you have to start doing it!"

Demographic

16 to 35 years

From living at home to first time house owners

None to little interest in the climate change debate

Background

The target audience are young adults. A common statement they make is that there is a need for change but nobody is personally taking the steps to achieve this change. There needs to be a big personal motivational factor to convince the majority of the target audience to make a change in their lifestyle.

Promoting only the environment makes the target audience feel they can't live like they want to live in the future. Saving nature and it's resources isn't enough motivation.

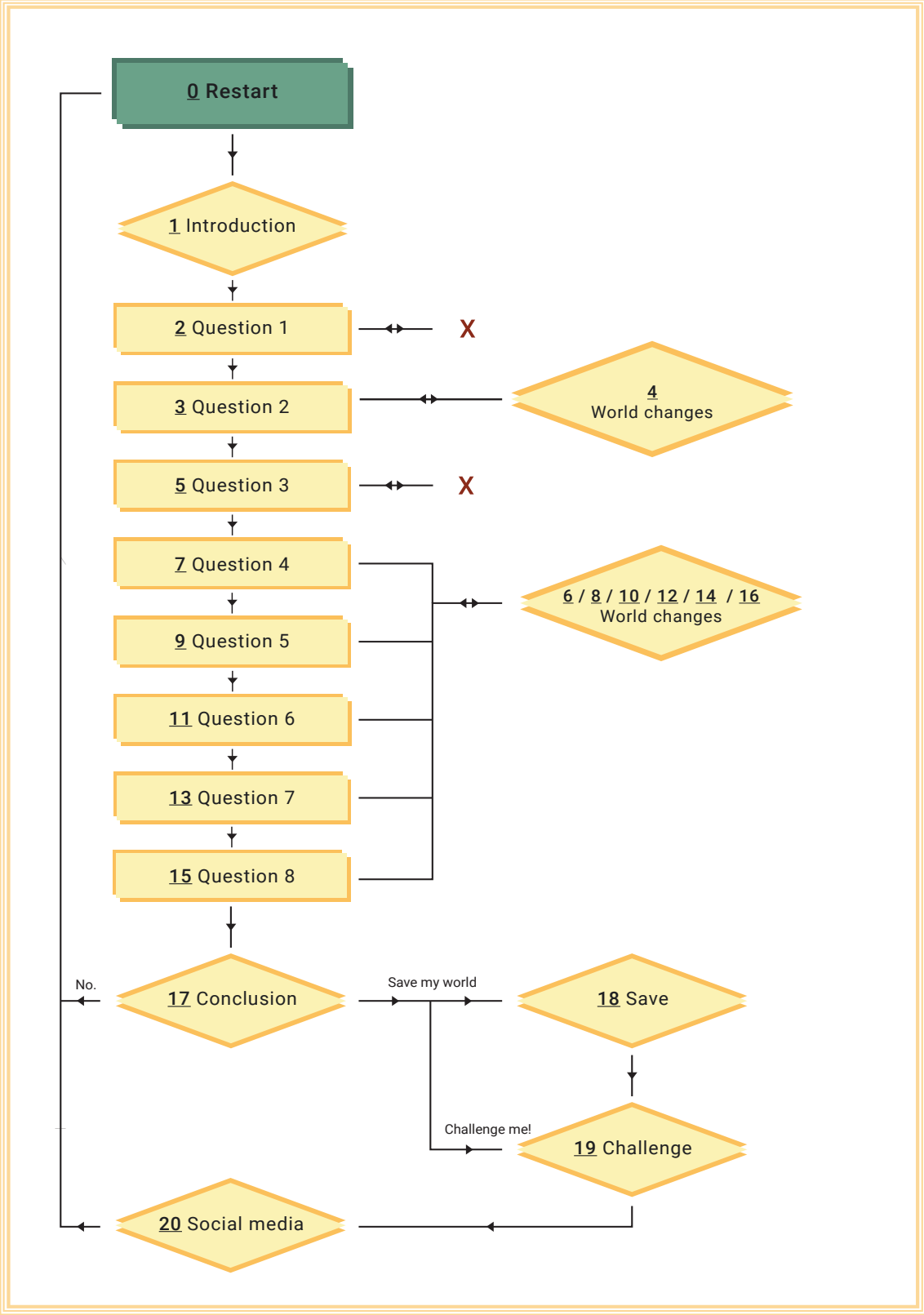
Motivations

Personal benefit in health

Frustrations

Cost don't outweigh the benefits

No encouragement from family and friends



0. Restart

The player can start the game by pressing the 'restart' button. The choice for a restart button instead of a start button is a philosophical choice because even when we destroy the world, in and outside the game, it will be fine without us and regenerate itself.

1. Introduction

In a short video, ± 2 minutes, the players get an introduction of the climate crisis debate and the issue around environmental refugees. [To see the introduction video used during Stråtfest The Night click here.](#)

2. Question 1

[How often do you shower?](#) This first question is an introduction question to the game mechanics. Its answer doesn't have an effect on the world. The reason for this is that in early testing it was concluded that seeing the immediate effect of their answers prevented players from answering the other questions truthfully. To ease the players into answering the questions truthfully a set of questions are put in that don't have an effect.

4. Question 2

[What form of transportation do you use the most?](#) This question has an effect on the air quality of the environment. Players can choose on a scale between car, public transport and a bicycle.

5. Question 3

[How often do you go out to eat?](#) This second question is a test question and doesn't have an effect on the world.

7. Question 4

[What is your preferred diet?](#) This question has an effect on the amount of food in the environment. Players can choose on a scale between meat/fish/dairy, vegetarian and vegan.

9. Question 5

[How big is your house?](#) This question has an effect on the quality of housing in the environment. Players can choose on a scale between a mansion, semidetached housing and living in an apartment building.

11. Question 6

[What kind of clothes do you buy?](#) This question has an effect on the quality of water in the environment. Players can choose on a scale between designer clothing, biological clothing and thrift shopping.

12. Question 7

[How much plastic items do you buy?](#) This question has an effect on the temperature rise in the environment. Players can choose on a scale between everything in plastic, some things in plastic and nothing with plastic in it.

15. Question 8

[How much trash do you recycle?](#) This question has an effect on the sea level rise in the environment. Players can choose on a scale between nothing, some and recycling everything.

4 / 6 / 8 / 10 / 12 / 14 / 16. World changes

The world inside the game changes. The

player gets explained how and why the world is getting better or worse depending on their answer.

17. Conclusion

There are no more questions. The game is wrapped up with a closing statement and two options. The first is to save the world logging in and the second for the player to pledge to a one-month challenge. If the player chooses not to challenge themselves the game will go back to the beginning.

18. Save

The player can save the world by giving their email address or by saving a special code. This can later be used in the online version to play again with the world you left earlier.

19. Challenge

There is a randomizer in this layer of the game that gives out a different challenge every time the button is pressed. Players get to choose between two challenges, an easy and a more difficult one.

20. Social media

The players have chosen their challenge and will be activated to share the struggles, motivations and progress of their challenge with the Changing Destination Instagram page. This layer will be shown for a short period of time where after the game will go back to the beginning.

User tests

During the dinner series or public exhibitions different elements of *'The Game' that won't entertain* will be tested with the attendees.

These elements are developed into three different experiments. For every experiment a user test is put in place to get constructive feedback and points of improvements. The different experiments are:

- 1) Pledging to a challenge. What motivates people to pledge and what do they need to keep motivated and complete the challenge?
- 2) Ready-to-play prototype of *'The Game' that won't entertain*. Do the game mechanics work even without the high-fidelity technology?
- 3) Social experiment. What is the shock effect that motivates people to take action in long-term solutions?

[Full detailed descriptions of all the experiments can be found in appendix 02.](#)

Experiment 1 is about the pledging to a challenge element in the game. The main question is ["What motivates people to pledge and what do they need to keep motivated and complete the challenge?"](#). The results that came forward in this experiment are:

- 1) Social control from social media, friends and family keeps people motivated to their challenge;
- 2) The home situation can also be a negative factor in the success of a challenge by working against the challenge;
- 3) The challenges are a good way to open a dialog about climate breakdown and small steps towards a more sustainable lifestyle;
- 4) Succeeding in a challenge gives a good feeling and motivations to make more lifestyle changes.

"Knowing yourself that you're doing something good for the planet is enough motivation to keep going"

– Dinner attendee

Experiment 2 is a ready-to-play low-fidelity prototype of the game. The main question is 'Do the game mechanics work even without the high-fidelity technology?'. The top five results that came forward in this experiment are:

- 1) The graphics made players think about their lifestyle choices. Though an extra explanation why things change would make the game more interesting;
- 2) The way the players had to answer the questions on the physical installation wasn't a hundred percent clear;
- 3) A timer needs to be added to help speeding the thinking process, because there was no time limit players were thinking too long and started doubting the answer;
- 4) Some questions and options for answers were unclear;
- 5) Different elements of the physical installation need to be re-designed for better functioning.

Experiment 3 is a social experiment with the main question 'What is the shock effect that motivates people to take action in long-term solutions?'. The big wow-factor for change has been a mystery for me long before the start of this project. The results that came forward in this experiment are:

- 1) Even if there is only one person in a family, group of friends or classroom. It's enough to start a discussion where others can act on. Though the news media and the fast news cycle are a big motivator for younger

generations to combat the climate crisis;

- 2) You see the living conditions of polar bears in the Arctic in the news a lot. It makes people numb for the image and it doesn't shock anymore. It almost feels like the image shows it is already too late and there is no point in changing policies.
- 3) It makes people more emotional to see animals in need than people. The image of the drowning community is too direct. You can't have empathy for all humans because we are with so many. You will never think you end up in this situation but meeting a person that is face-to-face is the best confrontation. Make it personal.

Technology

The programs used to develop 'The Game' that won't entertain are Processing, Unity, MagicaVoxel and the analogue method paper prototyping.



Processing is a flexible software sketchbook and a language for learning how to code within the context of the visual arts. There are artists and designers who use Processing for learning and prototyping. This program is used to make a ready-to-play prototype of the game, together with the paper prototype. The purpose of this is to test the questions and the storyline of the game without high-fidelity graphics.



Paper prototyping is a widely used method for testing user interfaces. This analogue way of creating is used to make a prototype of the interactive installation. The purpose of this prototype is to test the user interface of the installation at art exhibitions and the dinner series. The prototype can easily be changed through the feedback of the players and will later be used to make a high fidelity installation.



MagicaVoxel is a lightweight program that enables you to create, edit and render voxel models. This program will be used to create the game aesthetics of the world within the game. MagicaVoxel is chosen for this purpose because it's a low entry program where game sprites can be easily created and used in the game engine Unity.



Unity is a 3D and 2D development platform that empowers you with all you need to create, operate, and monetize your games. This program will be used to code the functionalities of the game. Unity is chosen for this purpose because it's a strong game engine with a coding language that creates a new personal challenge.

Graphics

The visual graphics that will be developed in MagicaVoxel together with the interactive installation will have a apocalyptic feeling. See image below for a visual representation of the style.



For the ready-to-play prototype a world is created in Adobe Illustrator. This world consists out of multiple layers that can change, air, ice, water, animals, shelter. The layers can change separate from each other and have multiple stages of being. *The image below shows stage 1 / 3 / 5 of each layer.* Before experiment there were five stages but after the test two extra stages were added.



Interactive installation

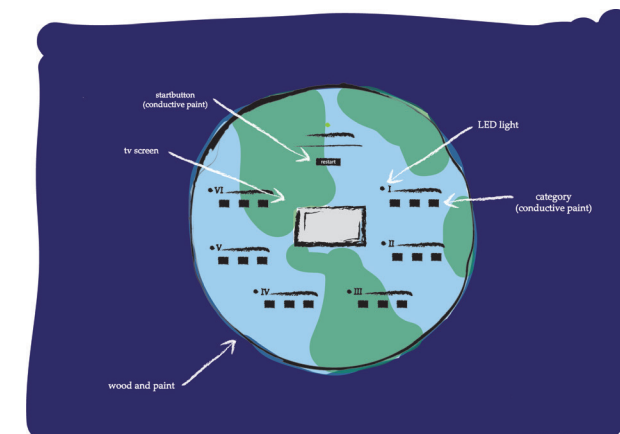
The offline version of 'The Game' that won't entertain will be placed in urban areas but also art exhibitions. Areas like shopping centres, super markets and festivals are chosen because these are places where people are actively busy with consumerism. The installation is a confrontation to the choices they are making in that moment. The art exhibitions are chosen to create exposure for the project and have a more targeted audience.

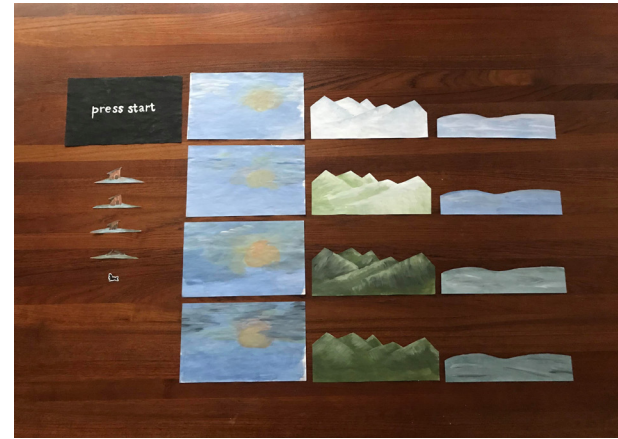
The installation is an art project and will therefore be free to use and distributed.

Stage 1 of the paper prototype, 24/06/2018

After a user test with this prototype changes to the installation were made to make the interaction between human and machine easy to understand and make it possible to add extra layers to the narrative.

For an overview of the small user test held in Montreal with this paper prototype click [here](#).

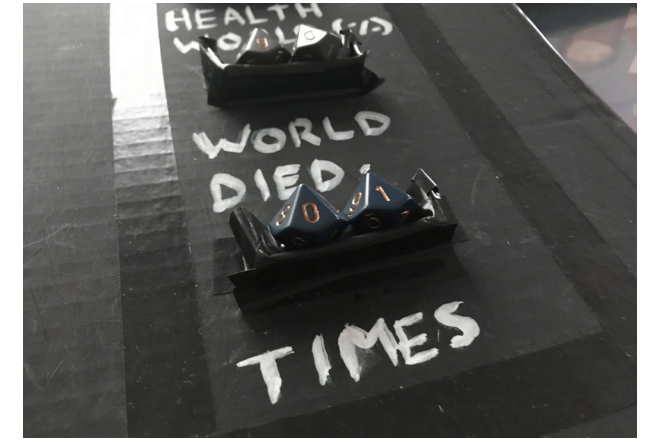
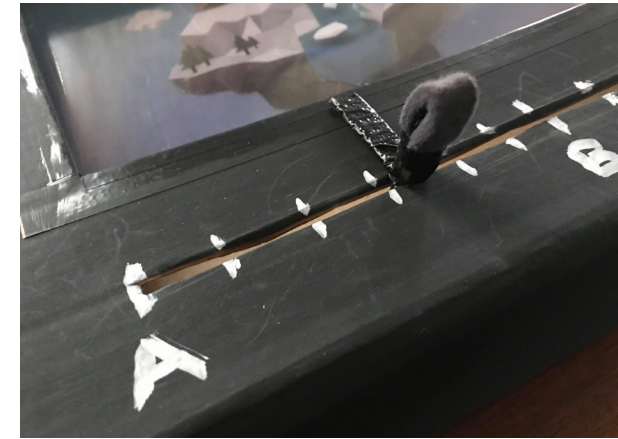
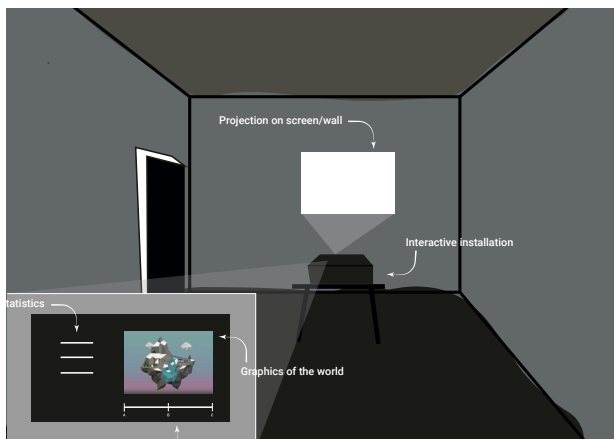




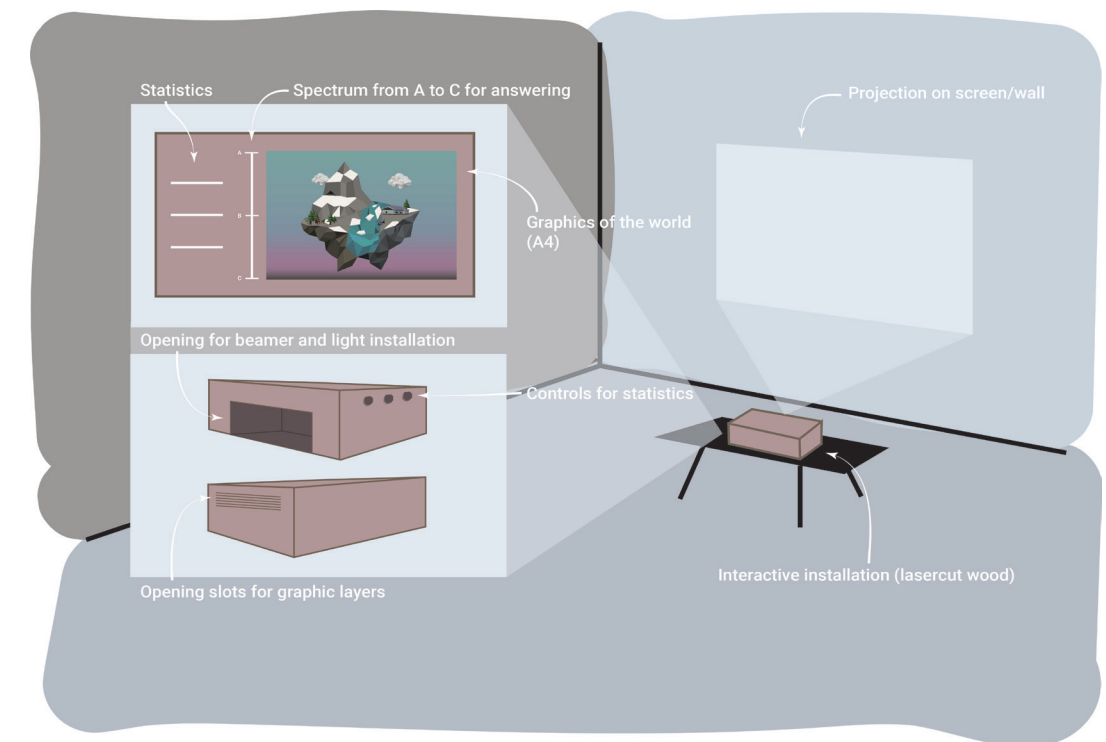
Stage 2 of the paper prototype, 09/05/2019

Through experiment 2 this ready-to-play prototype was tested. An overview of the results can be found under 'User test' or a detailed description in appendix 02.

For an impression of experiment 2 and the workings of the prototype during Kunstennacht 2019 in Hasselt click [here](#).



Stage 3 of the paper prototype, will be presented on 24/06/2019





Evaluation

I started this project with my research question, 'How can my journey to zero waste be translated into an interactive installation that influences the climate crisis debate and shifts the view on environmental refugees?'. Changing Destination has an educational purpose and stems from both my conviction that designers can have an impact on the climate crisis debate and my belief in an eco-friendly world. The artistic project has developed itself from my personal struggles with zero-waste and a vegetarian diet to the struggles and experiences of environmental refugees. Through conversations, discussions and the experiments I can say with most certainty that confrontation is the best way to start a dialog. Respect other opinions but give a convincing statement through experience and testimonies. The first struggle has been the combination of these stories with technology. The medium creates a distance between the experience and the audience. But through enough testing in the creative process I developed a game that engages its audience in a simple storyline and sets reasonable goals to take action. It confronts players with their ecological footprint by making their environmental impact visible. The second struggle will be to get the game to the right audience, one that is not concerned with the climate crisis or living a sustainable lifestyle.

In October 2019 the conclusion of the first 'Conscious Dinner Party' series will be presented together with the first developments of 'The Game' that won't entertain. The making of the online and offline version will be continued in the next months.

What success looks like

To measure the success every part of the project is given measuring points. Part one of the project is the 'Conscious Dinner Party' series. This part of the project will be successful if the attendees of the dinner are motivated to make changes to have a more sustainable lifestyle. And if the series of dinners generate enough profit to fund the money to start the development of 'The Game' that won't entertain. The rest of the budget will be funded through crowdfunding and other creative future projects under Changing Destination. The second part of the project is the 'The Game' that won't entertain. This part of the project would be successful if the players of the game are motivated to make long-term changes to have a more sustainable lifestyle by making a pledge.

- 1) There will be looked at a possible boardgame version of 'The Game' that won't entertain by a fourth year bachelor student Communication and Multimedia Design (CMD) at the Maastricht Academy of Multimedia Design and Technology (MAMDT).
- 2) During the conclusion of the first dinner series I am also developing a format that can be downloaded by others to start the same concept in other places. This concept will also need more promotion. Therefore I want to spend more time on the promotion of Changing Destination.
- 3) Next to these developments I want to focus on the testimonial aspect that came up during the experiments and conversations I had during my research, making the project

come even closer to home and personal.
This will be a start of the third part of
Changing Destination.



References

- 1) Vox. (2015, December 12), "What people get wrong about climate change" [Video], <https://www.youtube.com/watch?v=EbjKcHPmxKQ>
- 2) Brown, P. (2003, December 11), "Global warming is killing us too, say Inuit", <https://www.theguardian.com/environment/2003/dec/11/weather.climatechange>
- 3) Gore, A. (2017, November 23), "An Inconvenient Sequel: Truth to Power" [Video], http://www.imdb.com/title/tt6322922/?ref_=nv_sr_1
- 4) Watts, J. (2018, October 8), "We have 12 years to limit climate change catastrophe, warns UN", <https://www.theguardian.com/environment/2018/oct/08/global-warming-must-not-exceed-15c-warns-landmark-un-report>
- 5) Miller, B., & Croft, J. (2018, October 8), "Planet has only until 2030 to stem catastrophic climate change, experts warn", <https://edition.cnn.com/2018/10/07/world/climate-change-new-ipcc-report-wxc/index.html>
- 6) De Correspondent. (2018, October 4), "Thema Klimaatverandering Onze toekomst op een planeet die steeds warmer wordt", <https://decorrespondent.nl/10169/klimaatverandering-onze-toekomst-op-een-planeet-die-steeds-warmer-wordt/2610224172050-ccd9d145>
- 7) Mommers, J. (2016, October 17), "Hoe hard gaat het eigenlijk met de opwarming van de aarde?", <https://decorrespondent.nl/5324/ho-hard-gaat-het-eigenlijk-met-de-opwarming-van-de-aarde/1366588011800-9453f261>
- 8) Briggs, H. (2017, May 31), "What is in the Paris climate agreement?", <https://www.bbc.com/news/science-environment-35073297>
- 9) Miguel, E. (2014, February 22), "Climate, conflict, and African development: Edward Miguel at TEDxBerkeley" [Video], <https://www.youtube.com/watch?v=jemGxRn0Ea8>
- 10) Puttnam, D. (2014, December 1), "The reality of climate change | David Puttnam | TEDxDublin [Video], <https://www.youtube.com/watch?v=SBjtO-0tbKU>
- 11) VICE News. (2018, October 24), "Melting Permafrost & Racist 911 Calls: VICE News Tonight Full Episode (HBO)", <https://www.youtube.com/watch?v=J0-qgA3llvw>
- 12) NOS. (2017, August 27), "Smelten ijs op de Noordpool laat ook permafrost verdwijnen", <https://nos.nl/artikel/2190087-smelten-ijs-op-de-noordpool-laait-ook-permafrost-verdwijnen.html>
- 13) Harman, G. (2014, November 10), "Your brain on climate change: why the threat produces apathy, not action", <https://www.theguardian.com/sustainable-business/2014/nov/10/brain-climate-change-science-psychology-environment-elections>
- 14) Vox. (2017, April 19), "Why humans are so bad at thinking about climate change" [Video], <https://www.youtube.com/watch?v=DkZ7BJQupVA>
- 15) Neslen, A. (2018, October 30), "Dutch government ordered to cut carbon emissions in landmark ruling", <https://www.theguardian.com/environment/2015/>

jun/24/dutch-government-ordered-cut-carbon-emissions-landmark-ruling

16) Moes, G. (2018, December 4), “Klimaattop Katowice: VS praten vooralsnog gewoon mee”, Trouw

17) Trimarchi, M., “What are climate refugees?”, <https://science.howstuffworks.com/environmental/green-science/climate-refugee.htm>

18) Murray, S., “Environmental Migrants and Canada’s Refugee Policy”, <https://refuge.journals.yorku.ca/index.php/refuge/article/viewFile/34351/31258>

19) UNHCR. (2017, November), “Climate change, disaster and displacement in the Global Compacts: UNHCR’s perspectives”, <http://www.unhcr.org/protection/environment/5a12f9577/climate-change-disaster-displacement-global-compacts-unhcrs-perspectives.html>

20) Brown, P. (2003, December 11), “Global warming is killing us too, say Inuit”, <https://www.theguardian.com/environment/2003/dec/11/weather.climatechange>

21) UN Chronicle. (2007, June), “Climate Change In The Arctic: An Inuit Reality”, <https://unchronicle.un.org/article/climate-change-arctic-inuit-reality>

22) Arctic Defenders, “Environment”, <http://www.arcticdefenders.ca/archive/environment.html>

23) Carrington, D. (2019, May 17), “Why the Guardian is changing the language it uses about the environment”, https://www.theguardian.com/environment/2019/may/17/why-the-guardian-is-changing-the-language-it-uses-about-the-environment?CMP=share_btn_me

Appendix 01

Character descriptions

changing destination presents

CONSCIOUS DINNER PARTY

series

Hello [NAME],

You are cordially invited to the Conscious Dinner Party that will take place on [DATE AND TIME] at [ADRESS]. You can find all the information about the dinner in this letter. Read the instructions carefully.

Set up
You will be attending a three-course sustainable dinner which includes two drinks. During the dinner there will be two rounds of discussion. The discussions are about the content of the two documents given to you in this letter. You will also be given a character whose opinion you will defend. Your character details are described at the bottom of this letter. Every discussion group consists of five to six people. The first round you will have 20 minutes to discuss with your group using the opinion of your character. The second round you are allowed to discuss with your own opinion.

Reading material
Below you can find two documents with which you can prepare for the dinner. This dinner's topic will be about [DINNER TOPIC]. To help start up the discussion you can formulate two questions or remarks based on the content of the given documents.

Document 1:
[DOCUMENT 1]

Document 2:
[DOCUMENT 2]

Admission
The ticket price for the dinner is €17,-. To be officially registered, the ticket must be paid at least one day before the dinner. You can pay at the bar on location or transfer the money to: NL 57 RABO 0135030692

If you have any questions in advance, you can contact the organisation through the facebook event or at info@changingdestination.com

01. Robin Woodley

Greenpeace activist

Pro-environment

Name

Occupation

Position

Robin sets up political demonstrations. Hundreds of people attend these public demonstrations to disrupt traffic and daily life and get the attention of the government. Robin believes time is running out and civil conversations are not enough to get people to make real actions towards a more sustainable future.

Objective

“There is nothing like a common enemy to unite us and there is no enemy more common than climate change.”

changing destination presents

CONSCIOUS DINNER PARTY

series

Hello [NAME],

You are cordially invited to the Conscious Dinner Party that will take place on [DATE AND TIME] at [ADRESS]. You can find all the information about the dinner in this letter. Read the instructions carefully.

Set up
You will be attending a three-course sustainable dinner which includes two drinks. During the dinner there will be two rounds of discussion. The discussions are about the content of the two documents given to you in this letter. You will also be given a character whose opinion you will defend. Your character details are described at the bottom of this letter. Every discussion group consists of five to six people. The first round you will have 20 minutes to discuss with your group using the opinion of your character. The second round you are allowed to discuss with your own opinion.

Reading material
Below you can find two documents with which you can prepare for the dinner. This dinner's topic will be about [DINNER TOPIC]. To help start up the discussion you can formulate two questions or remarks based on the content of the given documents.

Document 1:
[DOCUMENT 1]

Document 2:
[DOCUMENT 2]

Admission
The ticket price for the dinner is €17,-. To be officially registered, the ticket must be paid at least one day before the dinner. You can pay at the bar on location or transfer the money to: NL 57 RABO 0135030692

If you have any questions in advance, you can contact the organisation through the facebook event or at info@changingdestination.com

02. Jamie Layton

Liberal Politician

Pro-environment

Name

Occupation

Position

Jamie is the head of a political party that has it's main focus on climate change. The party doesn't have a majority in the government but puts a lot of pressure on the prime minister to make the government accountable for it's greenhouse gas emissions.

Objective

“My friends, love is better than anger. Hope is better than fear. Optimism is better than despair. So let us be loving, hopeful, and optimistic. And we'll change the world.”

changing destination presents

CONSCIOUS DINNER PARTY

series

Hello [NAME],

You are cordially invited to the Conscious Dinner Party that will take place on [DATE AND TIME] at [ADRESS]. You can find all the information about the dinner in this letter. Read the instructions carefully.

Set up
You will be attending a three-course sustainable dinner which includes two drinks. During the dinner there will be two rounds of discussion. The discussions are about the content of the two documents given to you in this letter. You will also be given a character whose opinion you will defend. Your character details are described at the bottom of this letter. Every discussion group consists of five to six people. The first round you will have 20 minutes to discuss with your group using the opinion of your character. The second round you are allowed to discuss with your own opinion.

Reading material
Below you can find two documents with which you can prepare for the dinner. This dinner's topic will be about [DINNER TOPIC]. To help start up the discussion you can formulate two questions or remarks based on the content of the given documents.

Document 1:
[DOCUMENT 1]

Document 2:
[DOCUMENT 2]

Admission
The ticket price for the dinner is €17,-. To be officially registered, the ticket must be paid at least one day before the dinner. You can pay at the bar on location or transfer the money to: NL 57 RABO 0135030692

If you have any questions in advance, you can contact the organisation through the facebook event or at info@changingdestination.com

03. Sam Solomon

Atmospheric chemic

Pro-environment

Name

Occupation

Position

Sam is an award winning scientist in the field of climatology. They worked on finding a solution for the hole in the ozone layer and later joined an international panel on climate change to help spreading scientific findings that prove the existence of global warming. At home Sam tries to have a low ecological footprint.

Objective

"We have a beautiful planet, and I feel very privileged to have the chance to work as a public servant in helping the public understand that planet."

changing destination presents

CONSCIOUS DINNER PARTY

series

Hello [NAME],

You are cordially invited to the Conscious Dinner Party that will take place on [DATE AND TIME] at [ADRESS]. You can find all the information about the dinner in this letter. Read the instructions carefully.

Set up
You will be attending a three-course sustainable dinner which includes two drinks. During the dinner there will be two rounds of discussion. The discussions are about the content of the two documents given to you in this letter. You will also be given a character whose opinion you will defend. Your character details are described at the bottom of this letter. Every discussion group consists of five to six people. The first round you will have 20 minutes to discuss with your group using the opinion of your character. The second round you are allowed to discuss with your own opinion.

Reading material
Below you can find two documents with which you can prepare for the dinner. This dinner's topic will be about [DINNER TOPIC]. To help start up the discussion you can formulate two questions or remarks based on the content of the given documents.

Document 1:
[DOCUMENT 1]

Document 2:
[DOCUMENT 2]

Admission
The ticket price for the dinner is €17,-. To be officially registered, the ticket must be paid at least one day before the dinner. You can pay at the bar on location or transfer the money to: NL 57 RABO 0135030692

If you have any questions in advance, you can contact the organisation through the facebook event or at info@changingdestination.com

04. Reese Michaels

Steelfactory worker

Climate change denier

Name

Occupation

Position

Reese is a conservative voter who doesn't believe that humans have in an impact on global warming. The family isn't worried about the future of their children. They are accustomed to their lifestyle and believe that the government uses the climate change crisis to control the lives of the lower class and to amend laws. Reese's family main source of information is Facebook. On the platform they found a community with people who think likewise.

Objective

"It's really cold outside, they are calling it a major freeze, weeks ahead of normal. Man, we could use a big fat dose of global warming!"

Appendix 02

Experiments

changing destination presents

CONSCIOUS
DINNER PARTY

series

Hello [NAME],

You are cordially invited to the Conscious Dinner Party that will take place on [DATE AND TIME] at [ADRESS]. You can find all the information about the dinner in this letter. Read the instructions carefully.

Set up
You will be attending a three-course sustainable dinner which includes two drinks. During the dinner there will be two rounds of discussion. The discussions are about the content of the two documents given to you in this letter. You will also be given a character whose opinion you will defend. Your character details are described at the bottom of this letter. Every discussion group consists of five to six people. The first round you will have 20 minutes to discuss with your group using the opinion of your character. The second round you are allowed to discuss with your own opinion.

Reading material
Below you can find two documents with which you can prepare for the dinner. This dinner's topic will be about [DINNER TOPIC]. To help start up the discussion you can formulate two questions or remarks based on the content of the given documents.

Document 1:
[DOCUMENT 1]

Document 2:
[DOCUMENT 2]

Admission
The ticket price for the dinner is €17,-. To be officially registered, the ticket must be paid at least one day before the dinner. You can pay at the bar on location or transfer the money to: NL 57 RABO 0135030692

If you have any questions in advance, you can contact the organisation through the facebook event or at info@changingdestination.com

05. Casey Berger

Lobbyist for ExxonMobil

Climate change denier

Name

Occupation

Position

Casey works for a major oil company where they try to influence governmental policies in favour of fossil fuels. By making contributions to election campaigns, the company tries to persuade politicians to vote against pro-environmental laws. ExxonMobil is one of the biggest environmental polluters. Casey doesn't think this job goes against any personal values and is more concerned about making money to support the family.

Objective

"The language and logic of scientific reports appear designed to emphasize selective results to convince people that climate change will adversely impact their lives. These reports are written as a political document, not an objective summary of the underlying science."

During the dinner series or public exhibitions different elements of *'The Game' that won't entertain* will be tested with the attendees. These elements are developed into three different experiments. For every experiment an user test is put in place to get constructive feedback and points of improvements. The different experiments are:

- 1) Pledging to a challenge. What motivates people to pledge and what do they need to keep motivated and complete the challenge?
- 2) Ready-to-play prototype of *'The Game' that won't entertain*. Do the game mechanics work even without the high-fidelity technology?
- 3) Social experiment. What is the shock effect that motivates people to take action in long-term solutions?

Experiment 1

This experiment is about the pledging to a challenge element in the game. The main question is *'What motivates people to pledge and what do they need to keep motivated and complete the challenge?'*.

User test

The dinner attendees are given the possibility to pledge to a 30-day challenge. They can choose their own challenge instead of randomly been assigned one. After the thirty days they are invited back to give their feedback, explore the struggles and share experiences. The challenges the attendees can choose from are:

- 1) No single-use plastic straws;
- 2) Only two meals per week with meat products;
- 3) Be more conscious about bringing or only using your own coffee cups, bottles and bags.

During the thirty days the attendees are also asked regularly what keeps them motivated or what they need to keep motivated and how they are feeling during the challenge.

Conclusion

During the first dinner of the series five people were invited. All of them pledged to a challenge. Three attendees pledged to only eating meat products twice a week and two to not using single-use plastics, like coffee cups and bottles. After the thirty days they were invited back to the second dinner of the series. Two of the attendees hadn't succeeded in their challenge, with one deciding to switch after a week to stop using single-use straws. The social control of the challenge was what kept the attendees motivated. Telling their social media, friends and family what they were doing started a conversation about the topic but also gave a social control over their behaviour. The attendee who switched challenges struggled with her home situation, her parents didn't want to cook vegetarian meals for her. Though she consumed less meat in the thirty days, she wanted something else where she could feel successful.

"Knowing yourself that you're doing something good for the planet is enough motivation to keep going"

– Dinner attendee

All attendees had a good feeling about themselves afterwards and didn't need another challenge to make more changes towards a sustainable lifestyle. One attendee went even further by changing his cleaning and hygiene products to more sustainable products.

Experiment 2

This experiment is a ready-to-play low-fidelity prototype of the game. The main question is *'Do the game mechanics work even without the high-fidelity technology?'*.

User test

For this user test a paper prototype is made in combination with processing. The introduction video and questions are projected on a screen. The players interact with the world through a physical installation. Giving in their answers and getting feedback about the consequences of their choices. Different test sessions of the game will be held, with a maximum of three people per session. The players will test the game and will have a conversation after to give feedback and ask questions. This will be an open conversation where the following questions will be asked:

- 1) Do you think you did well?
- 2) Did you feel that you could answer truthfully?
- 3) Were the game mechanics clear before answering the questions?
- 4) Do you think the game took too long?
- 5) How do you feel now?

After the test session the players can also take a 30-day challenge.

Conclusion

This experiment was done during Stråtfest The Night in Hasselt, Belgium. Three test sessions, each with three players, were held. After every play test there were 20 minutes of conversation with the group. This is the

feedback given during the test sessions:

- 1) The impact of the changing graphics made players think about their choices. Though an extra explanation why things change would make the game more interesting;
- 2) Players answered the questions truthfully. Afterwards they explained that seeing that not every question had an effect also contributed to that, but also that it wouldn't make any sense to lie about the answers;
- 3) The way the players had to answer the questions on the physical installation wasn't a hundred percent clear. A small extra explanation or other way to design the controls of the installation is necessary;
- 4) One playtest, with three players, took between 20 and 30 minutes. Players didn't feel like the game took too long. Though a timer needs to be added to help speeding the thinking process. Because there was no time limit players were thinking too long and started doubting the answer;
- 5) Some questions and options for answers were unclear, like if going out for dinner also included ordering take away. Other questions were very personal and felt a bit awkward to answer.

Besides the feedback from the players I am also adding some observations I made myself:

- 1) The system of how the layers are presented need an upgrade. The layers can now easily break, making so the game can't be played;
- 2) The counter system was sloppy. A better designed system will be needed;
- 3) The lamp and the projector weren't working well together. Placing the lamp underneath the layers could solve this problem;

4) The graphics on A4 were too small. They need to be made bigger and of higher printing quality;

5) Extra layers need to be added to the game to make the world last longer and also to be able to play with more than three people.

Experiment 3

This is a social experiment with the main question 'What is the shock effect that motivates people to take action in long-term solutions?'. The big wow-factor for change has been a mystery for me long before the start of this project.

User test

Through a series of statements and images I want to determine what triggers people into changing their lifestyle choices. This experiment will be held with a focus group. The statements made are based on the prejudice notions that I have about the relationship between young adults and the climate crisis. With this I want to provoke a reaction and start the dialog. The statements asked to the focus group are:

1) Society and in particular young adults are hypocritical for judging older generations but not putting in the work themselves to solve the climate crisis;

2) My lifestyle choices and personal well-being are more important than climate breakdown and the lives of other people.

After this dialogue the focus group will be shown images of climate breakdown, affecting animals and the human population. The focus of these images is the shock effect and if it makes a difference that in one picture animals and the other humans are shown living in the same circumstances.



The third part of this experiment is a video. The focus of this video is to find out if the focus group can make the connection between the living situation of the walrus and the future living situation of most humans.

Video: [Our planet Walrus scene](#)

Conclusion

This experiment was done during the Gaze/Staren exposition in Hasselt, Belgium. The focus group consisted out of six people from the ages of 19 to 46. The main findings of the first part, the statements, were:

1) The group didn't agree with the first statement, especially the older generations. The younger generations are more active in climate breakdown prevention and are

worried. The ones that are not, are not involved in the discussion at all;

2) Even if there is only one person in a family, group of friends or classroom. It's enough to start a discussion where others can act on. Though there seems to be a distinctive difference in interest between people in their early twenties and late twenties;

3) News media and the fast news cycle is a big motivator for younger generations to combat the climate crisis;

4) In the second statement the two things couldn't be separated from each other. For the focus group they are combined, living a sustainable life and helping other with that makes you happier. You are more independent and support local businesses.

animals would get people in denial because the image is coming to close to home;

3) In a final statement one person said that you can't have empathy for all humans because we are with so many. You will never think you end up in this situation but meeting a person that is face-to-face is the best confrontation. Make it personal.

The main findings of the second part, the images, were:

1) You see the living conditions of polar bears in the Arctic a lot in the news. It makes people numb for the image and it doesn't shock anymore. It almost feels like the image show it is already too late and there is no point of changing policy;

2) It makes people more emotional to see animals in need than people. The image of the drowning community is too direct.

This last answer also came back in the last part of the experiment:

1) The video shows desperation and suffering. The makes you feel your humanity again, one person even compared it to the people jumping out of the burning Twin Towers. But even this image you can get used to if you see it too often. The media needs to switch up stories, not always trying to shock the people;

2) Seeing this image with humans instead of

Interactive links:

Page 18, <https://vimeo.com/338888600>

Page 26, <https://vimeo.com/340902969>

Page 31, <https://vimeo.com/270444501>

Page 32, <https://vimeo.com/336572690>

Page 48, <https://www.youtube.com/watch?v=qVJzQc9ELTE>

Ingeborg Govaart, 1226967

Master profile Intercultural media and Innovation (IMI)

Maastricht Academy of Fine Arts and Design (MAFAD)

2019