

Anna Bertmark, MA Sustainable Design The Dandelion Latte Project

The 'Dandelion Latte' came about while researching though design around systems mapping of speculative paradigms, tools and products in the context of equitable innovation and value-creation that takes place within planetary boundaries. I mapped an intentional dichotomy of paradigms' concepts and vocabulary as a way of researching through design. Its purpose was to get an overview of mindsets, systems and products through a model structure derived from Dark Matter Labs' *Stacks* and Mathilda Tham's *Me, We, World, and back again* reflective practice and Bryan et al.'s *Systems Thinking Iceberg Model*. This serves as a sense-making research exercise that allows me to unpick the existing concepts in order to explore and design from a different path.



The basis of my focus on regenerative value-creation is that the upstream cause for unsustainable lifestyles that most of us have little choice but to participate in. This is defined by what is being made, with which tools and methods that are societally rewarded and perpetuated. Rather than asking how individuals may take more responsibility for sustainable lifestyles, I explore how business can ensure that their customers are permitted to directly participate in enhancing socio-ecological systems and adhering to human rights.

The resulting output is a 'Second-order Design Fiction' that reacts to the notion that our dominant tools of progress and value creation (supply chains, business models, measures of success, habits to meet our needs) have stopped working in the intended way they use to, in the light of climate change, uncertainty and changing values.

Second-order Design Fictions can be a powerful mode of design, presenting artefacts that occupy a liminal space between the *necessary possible* and the familiar, through playful interrogation. It is an evolving model for interrogating engrained assumptions around purpose, success and capacity for innovation. The model seeks to stimulate and host creativity in innovation-thinking and for evaluating the capacity of regenerative design. It offers prompts for interrogation and highlights often-observed possibilities and risks. I use the *dandelion root latte* as a "trojan horse for a set of ideas" and a metaphor in this context. It also serve as part of the diverse value co-creations and ecological services that a business, when acting as a regenerative agent, may provide to its biome and ecosystem. Meant for complementing our existing coffee consumption, which supplies are threatened by climate change and are entangled with harmful historical and present conditions, collaborating with a locally abundant crop like dandelion may also restore and enhance local biodiversity.

Mustafa Perçin at Dharma Coffee in Hove kindly offered to try to make a dandelion latte in a similar fashion as they make beetroot and turmeric lattes. He suggested it may be best paired with frothed coconut milk (as seen in the BioBite edible cup, which I served to my fellow students during the formative presentation) to add higher floral notes to the earthy dandelion flavour.



Scope for 2nd-Order Design-Fiction

PLANET-CENTRIC / ECOLOGICAL
(SYSTEMS & EARTH-LOGIC)

ANTHROPOCENTRIC / MECHANISTIC
(BUSINESS-LOGIC)



PRODUCT
Materials, services, technologies, processes; What we do.

Dandelion Latte (Local & seasonal produce)
Black Friday sales
Techno-fixes
Low-energy innovation (analog AI)
Soil-as-Service
Carbon Offsetting
Design for evolution
Roles
Products & Services

SYSTEM

Business models, regulations, policy, infrastructure; How what we do is distributed, organised and governed.

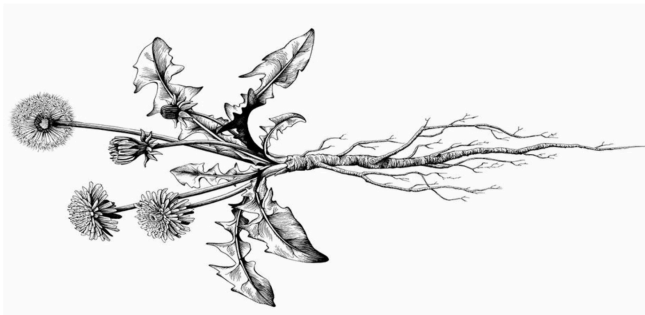
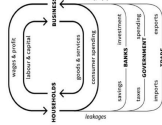
Legal requirement to declare supply chain transparency
Limited legal compliance of supply chain info
Charities
Limit growth if it means harmful effects on SES
Flexible/Experimental
Multi-profit
Non-profit or for-profit
Open source
Collaboration & Diversification
Competition
Growth diversity
Adaptation policies
Mitigation policies
Wellbeing = Economic Growth
End-of-Life planning
Regenerative agents/practice
Limited Liability Companies
Energy & material expansion
Net-positive impact
Cyclical reporting
Quarterly reporting
Environmental and Social Governance (ESG)
Fair-shares Management
Honourable harvesting
Extractionism
Corporate Social Responsibility (CSR)

Outside-in approach (Business strategies derived from socio-ecological system requirements)
Inside-out approach (Sustainability strategies derived from business requirements)

PARADIGM (CULTURE & MINDSET)

Driving logic, purpose of society, values, norms, language, meaning; Why we do what we do. The assumptions that deal with the nature of reality.

"Time is life"
Animism
Sentipensar (thinking with heart & mind)
Entanglement
Linearity
Ambiguity
Ecology of knowledges
Agnotology (willful ignorance)
Good ancestry
Symbiotic
Embedded
Isolated
Colonialism
Parasitic
Impermanence
Pluriversal
Universal
Permanence
Risk-averse
Regenerative spectrum of enhancing SES
Anti-fragility
Rigidity/Robustness
Finite time & space
Infinite time & space
(Rooted in the Enlightenment & Classical Economic Theory)



VISIBLE

INVISIBLE

EASIER TO CHANGE

CONTEXT

DIFFICULT TO CHANGE

Global

Local