



Arkitektur- og designhøgskolen i Oslo  
The Oslo School of Architecture and Design

## DIPLOMA PROGRAM FALL 2017

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Institute: design

Main supervisor: nicholas stevens

Second supervisor: steinar killi

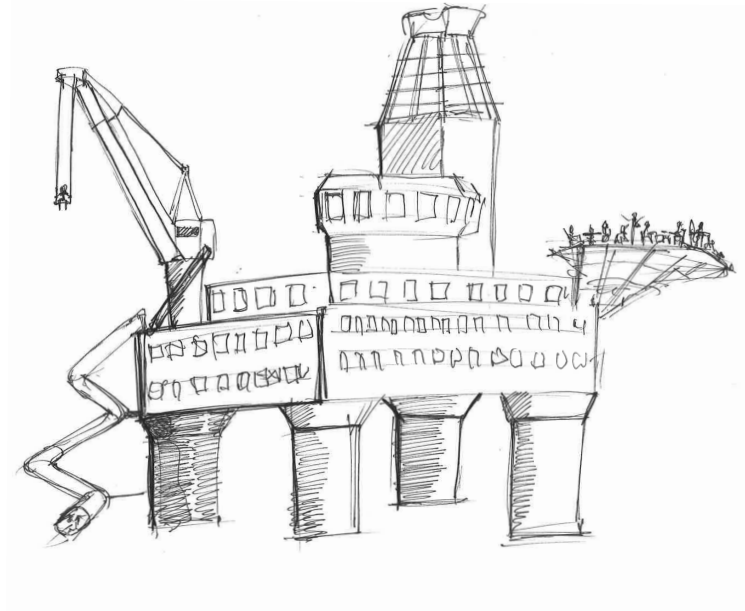
External supervisor: in negotiations

Company cooperation: Greenpeace

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Title of project: Change through design

Type of project: Productdesign



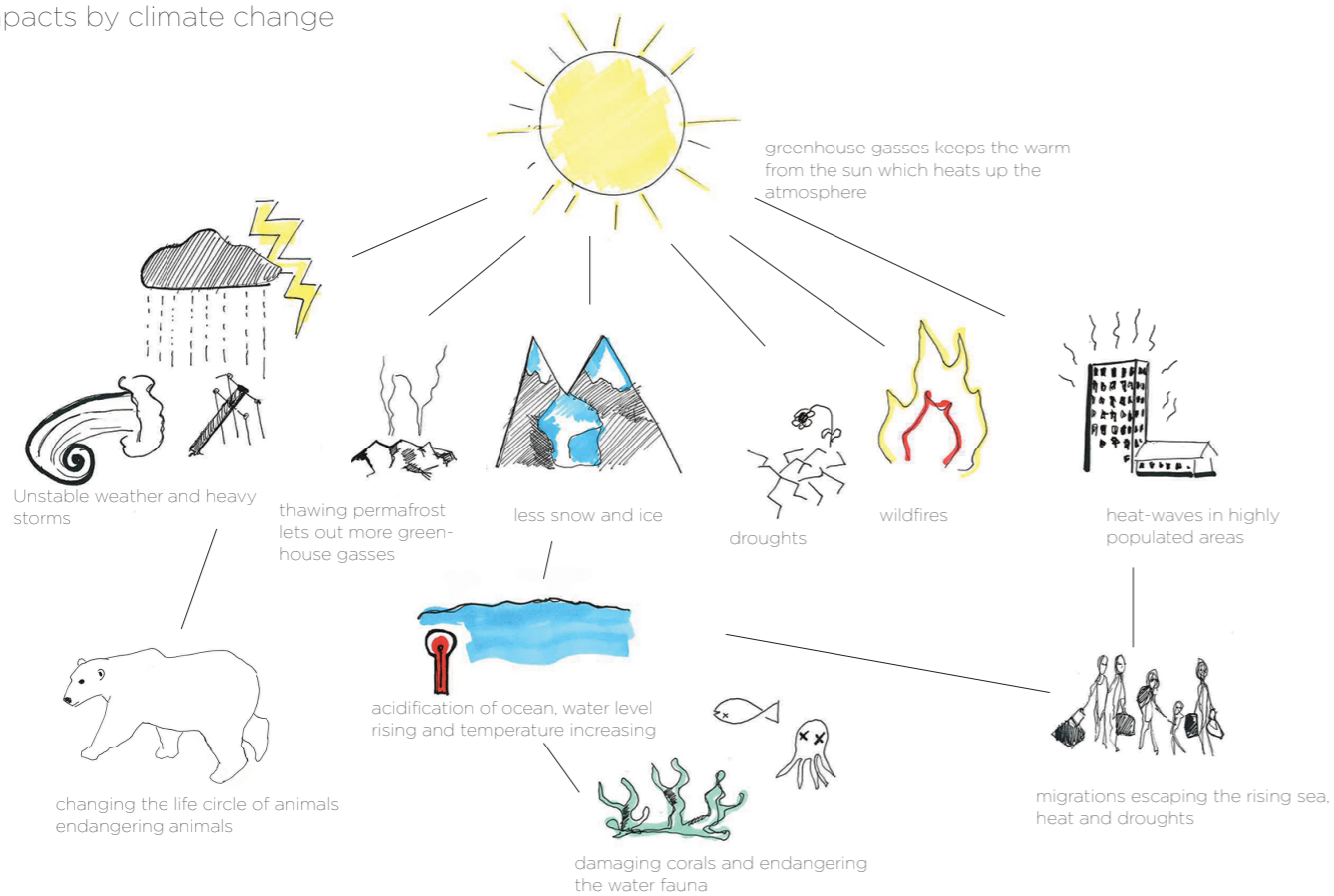
## change through design

We are facing multiple problems concerning the human footprint on earth. No nature is untouched by human influence, bits of plastic fill the ocean, and from the poles to the rainforest, raising temperatures and accelerating acidification disrupts natural ecosystem stability. This is mainly because of our use of non-renewable fossil fuels.

The Norwegian government just opened up new area for oil drilling in the arctic, in the Barents sea. And many expect that the controversial areas outside Lofoten, Vestrålen and Senja will soon follow as the all big oil companies are lobbying for that. It is obviously mixed opinions around this subject, and this project will take on a discursive approach to raise awareness and encouraging discussion on this subject.

Discursive design Diploma AHO: Peik Elias  
Supervisor: Nick Stevens  
Second supervisor: Steinar Killi  
Collaborator: Greenpeace Norway

## Impacts by climate change

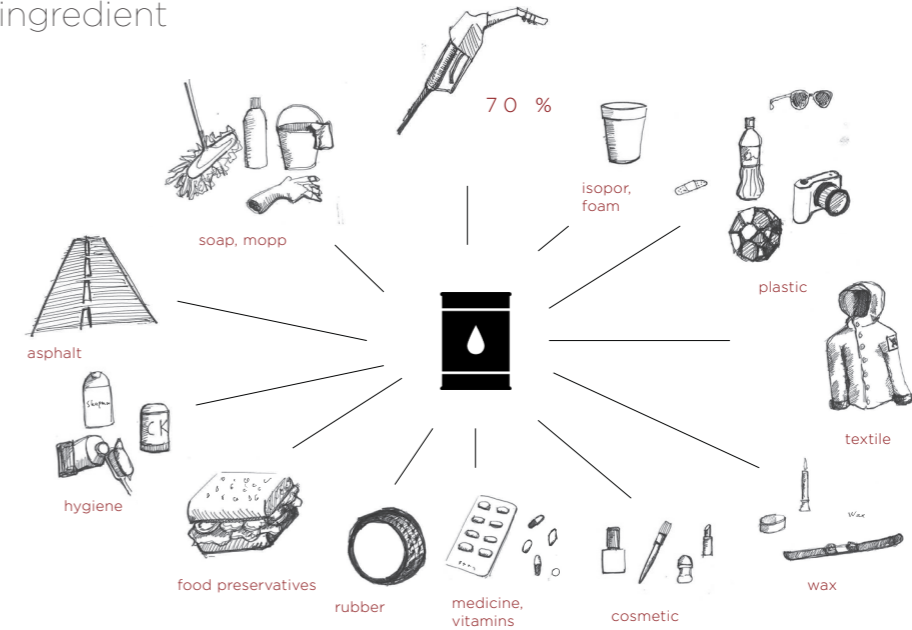


## Background for case

Humans have always needed an energy source to survive. Since Prometheus gave mankind fire, we have evolved into using better and more efficient energy sources making it possible for more and more people to live pretty good life's. Our wealth and health, is made possible, in big parts by fossil fuels. But as Zeus punished Prometheus by making an eagle eats out is liver repeatedly every single day for eternity, we are now beginning to see the backside of the oil medal.

The humankind use more fossil fuel for every day that passes, and the gap between the use of renewable energy and fossil fuel is increasing despite all political promises to reverse this trend. (www.bp.com ) We have made our self totally dependent on oil, coal and natural gas, for electricity, for infrastructure and as an ingredient in all kinds of consumer products.

## use of oil as ingredient



Luckily, in most aspects, it is theoretically possible to replace fossil fuels with greener alternatives. But as with all new technology, the alternatives need some heavy investments and pulling help, to really take off.

In 2016, Norway was one of the first countries to ratify the Paris agreement. Together with EU we have committed to cut greenhouse gas emission with 40% by 2030 compared to 1990 levels. Given our wealth and geographical features Norway has good position to make the green transition. A role we partly have taken. Tax reductions on electric cars has made Norway known all over the world for having by far the highest share of electric cars. We also have one of the worlds first electric ferry. Finally, Norway has nearly 100% renewable electricity supplied by hydropower.

At the same time, we are supplying the world with oil. Oil has been a happy adventure for Norway. We are in fact the 13th largest producer of oil in the world. We have made a lot of money on oil, now placed in an investment fund commonly called "the oil fund". Paradoxically, Norway has a green strategy for "the oil fund". "The climate change" strategy as its called demands awareness and transparency on emissions. The fund is now for instance pulled out of the coal industry.

This role as booth a climate fighter, and a petroleum producer, is somewhat a contradiction.

*"Norway has set out to be a global leader in climate action, yet continued expansion of oil and gas production could eclipse the benefits of Norway's domestic emission reduction efforts."*

- Adrian Down and Peter Erickson, Stockholm Environment Institute

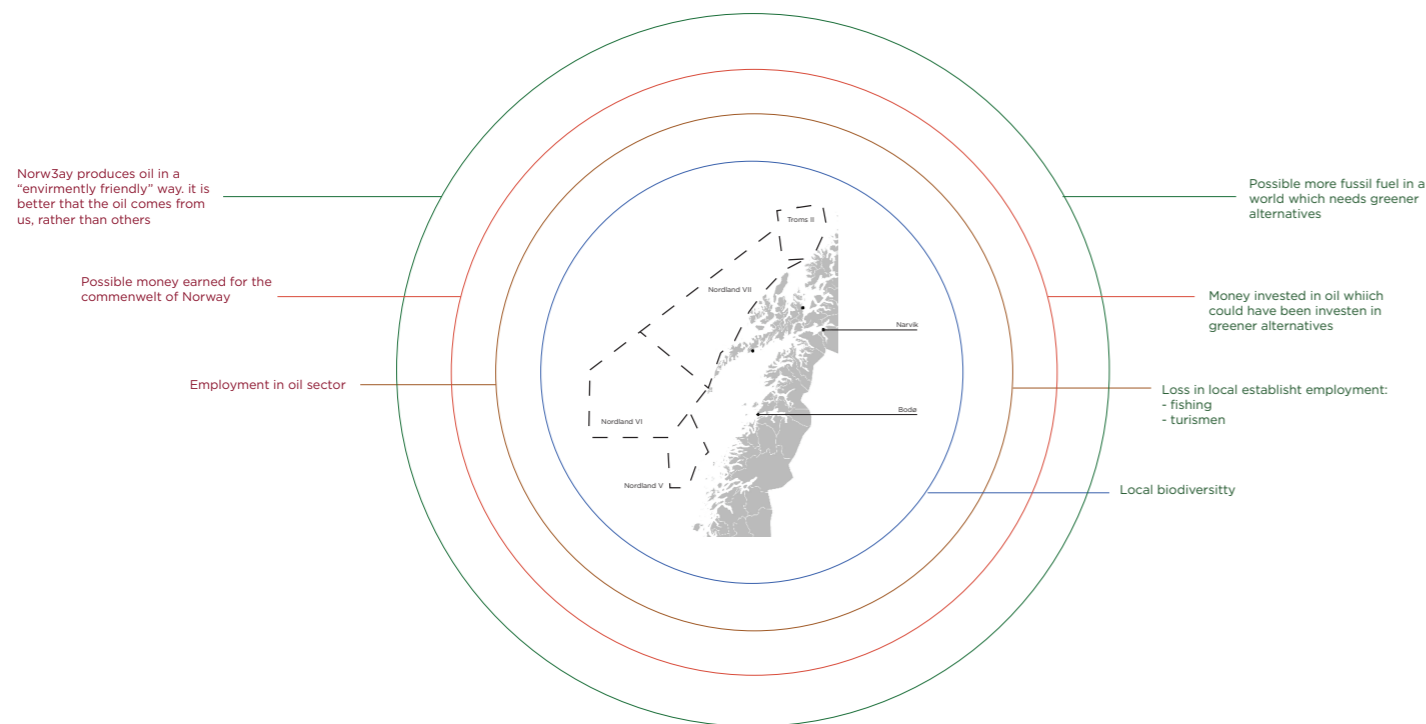
In Norway the oil sector is strong. 13% of government revenues come from the oil sector, and 20% of the value of all new investments within Norway, are made within the petroleum sector. (norskpetsroleum.no)

In 2016, the same year as the Paris agreement, the government opened up for oil search in Barents sea. To start off shore petroleum production is a multi-billion investment, and it takes decades to get going. Making investments in fossil fuel with governmental and private funds inevitably means that less investment and risks could be taken on other alternatives.

*"The licenses that the government opens today will not produce oil and gas before many years. There is a great risk that this is an invitation to billion investment that will not yield a return, and which also will undermine Norwegian climate policy."*

- Kristin Halvorsen (former Minister of finance)

## Local to global views of drilling in LoVeSe



## Greenpeace

Greenpeace is an international non governmental organization battling different environmental causes. It has offices in over 40 countries with 2.9 million support members. They state that their goal is to “ensure the ability of the Earth to nurture life in all its diversity” and they focus on areas such as climate change, deforestation, genetic engineering, anti-nuclear weapons, overfishing and whaling. (Greenpeace.org) To achieve this goals they use a numerous of approaches such as lobbying, research, direct action and ecotage (ecological driven sabotage by extreme environmental groups). (apnews)

Greenpeace does not accept funding from governments or corporations, but relying on individual backers and foundation grants. Greenpeace is one of the most visible environmental organizations. With their actions they have raised environmental issues to public knowledge, influencing both private and public sector, but also creating controversy. Motives and illegal method has received criticism and have also sparked legal actions against Greenpeace activists.



30 Greenpeace activists where arrested by the Russian Coast guard in 2013 protesting outside a oilrig under “Save the Arctic” banners. Originally they where charged with piracy, but after 30 days in custody the case was dropped.

## “Save the Arctic” campaign

As the Arctic ice pack shrinks governments and companies has begun the chase for new fossil fuels opportunities in The Arctic. Estimations shows that the Arctic may contain around 20% of the world’s remaining undiscovered oil and gas. (Europa parliament) Save the arctic is Greenpeace’s campaign launched in 2012 mainly to stop oil- and gas-drilling and unsustainable industrial fishing in the Arctic region completely. It is a sort of continuation of the successful campaign to reach the Antarctica Environmental Protocol from 1991 and calls for a similar sanctuary around the North Pole.

As part of the campaign Greenpeace launched a successful boycott of Lego in 2014. The goal was to persuade Lego to end its partnership with Shell after the oil company launched a plan for drilling in the Arctic. The action was driven by a video together with protest at Lego facilities. The video is currently view over 8 million times.



## Greenpeace in Norway

Greenpeace and “Nature and youth” are taking the Norwegian government to court because of the heads on for drilling in the South-East Barents sea outside Finnmark. They will use paragraph 112 of the Constitution. This paragraph was rewritten and made stronger in 2014 and have never been tried in court before. The case is scheduled for mid November 2017.

### Paragraph 112:

*“Enhver har rett til et miljø som sikrer helsen, og til en natur der produksjonsevne og mangfold bevarer. Naturens ressurser skal disponeres ut fra en langsiktig og allsidig betraktning som ivaretar denne rett også for etterlekten.*

*Borgerne har rett til kunnskap om naturmiljøets tilstand og om virkningene av planlagte og iverksatte inngrep i naturen, slik at de kan ivareta den rett de har etter foregående ledd.*

*Statens myndigheter skal iverksette tiltak som gjennomfører disse grunnsetninger.”*

In addition to the court case Greenpeace has set out to hinder new oil drilling in the north trough means of semi illegal protests that are quite direct and aggressive. This has often led to police intervention and some media publicity.



3 Greenpeace activists climbed aboard the West Hercules rig dressed up as polar bears in 2013. They stayed for 3 hours before escorted to shore.



Activists bored the oilrig Transocean Spitsbergen for 2 days preventing Statoil from oil activities in 2014

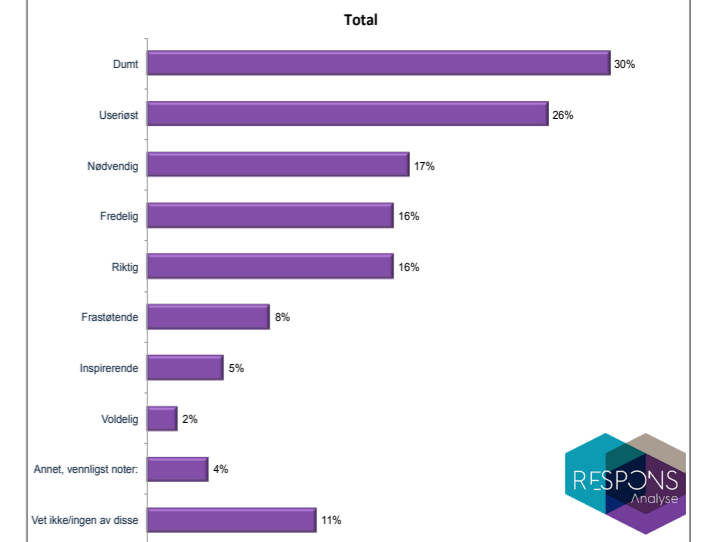


Greenpeace actions in the Barents sea during summer 2017. It lead to all activists being removed and arrested by Norwegian police.

Many do not approve of these actions. In June 2017 Greenpeace hired “Response Analyze” to conduct a survey for them on how there actions where received by the Norwegian population. The survey had over thousand participants and showed some clear tendencies. Men tend to be more negative to Greenpeace actions than women. Men are also more positive to drilling in the arctic while women are more likely to be interested in the climate case.



Spm. 6 - I en tidligere aksjon brukte Greenpeace sitt skip til å okkupere stedet der Statoils oljerigg skulle bore etter olje utenfor Bjørnøya, slik at boringen ble utsatt i to døgn. Hva tenker du om det?



During the first meeting I had with head of communication, Aud Hegli Nordø, we went through the survey, and she stated Greenpeace issue of reaching young Norwegian males.

## Challenge

How can Greenpeace reach out to young males and change their view on new oil drilling in vulnerable areas of Norway?

## Vision

This project will provide a product for Greenpeace to reach out to young Norwegian males as an alternative to previous actions.

Hopefully, in long term this could help the green alternatives replacing non-renewable energy sources. I believe there is alternatives to oil and that these eventually will take over. It is not a question of if, but when. For this to happen sooner than later a transition in peoples views and investments has to take place.

## Outcome

This project will show consequences of investing in new petroleum's project in Norway and challenge the view of oil as a "safe bet", when it is really a gamble with both our money and climate.

## Target group

The group I want to reach in this project is young Norwegian males, age 25-35, who are not aware, or do not care, about the subject of new petroleum activity in Norway.

## Hypotheses:

My hypotheses is that the harsh methods Greenpeace have used does not appeal to men. Maybe the actions are to direct, attention grabbing or to aggressive. In the survey some state that these actions are "meaningless", "stupid", "childish", "PR trick" and "ridiculous".

It is hard to relate to huge problems. It is too complex, and too far ahead. Big data in scientific reports is often hard to grasp and relate to. Visualize with info graphics or animations make them more informative for the common man, but it is still hard to really catch the effect on our personal life.

For further promoting discussion, a manifestation of the huge problems in an exhibition or a installation could help. On the other hand it will not be sufficient to show that oil is nasty in a gallery for people who already votes MDG. Preaching for the quire has little relevant effect except an echo chamber. I will rather use a subtle playful way, than to raise the finger or force a value on someone.

## Output

The output is going to be visualization of consequences of oil drilling in the north manifested in objects towards young men. It will be a artefact made like a "product" outside a gallery. It could be alone, or make out a series of artefacts.

It is in addition going to be a:

- Video
- Report
- Presentation

## Discursive design tools

While "good" design often is intuitive and measured after how little it makes the user stop and think, discursive design targets the intellect. The goal is to prompt reflection and ignite imagination. To communicate an idea is here the measure of success. The project will still use typically industrial design tools, but with a different product affordance. (Tharp. 2015)

I will use some time studying different discursive design techniques according to the reading list.

## Reading list:

- Anthony Dunne: Hertzian Tales
- Andrew Shea: Designing for Social Change
- Bruce M. Tharp and Stephanie M. Tharp: Discursive Design: Beyond Purely Commercial Notions of Industrial and Product Design
- Søren Rosenbak: Prototyping a Useless Design Practice: What, Why & How?
- Dereck Hales: Design fictions an introduction and provisional taxonomy

I will also dissect 3 discursive design projects, focusing on the goal, method and target group of the projects, as well as the measures of success. "why?", "how?", whom?

My approach will be explorative but within a plan. I will also use classical design tools:

Ask questions: curiousness is an important design tool and cuts trough the veil we call reality

Giga maps: to gather a holistic perspective of the situation

Workshops: to generate ideas and to create shared accept and ownership to the project

Mockups: to evolve and visualize the concepts

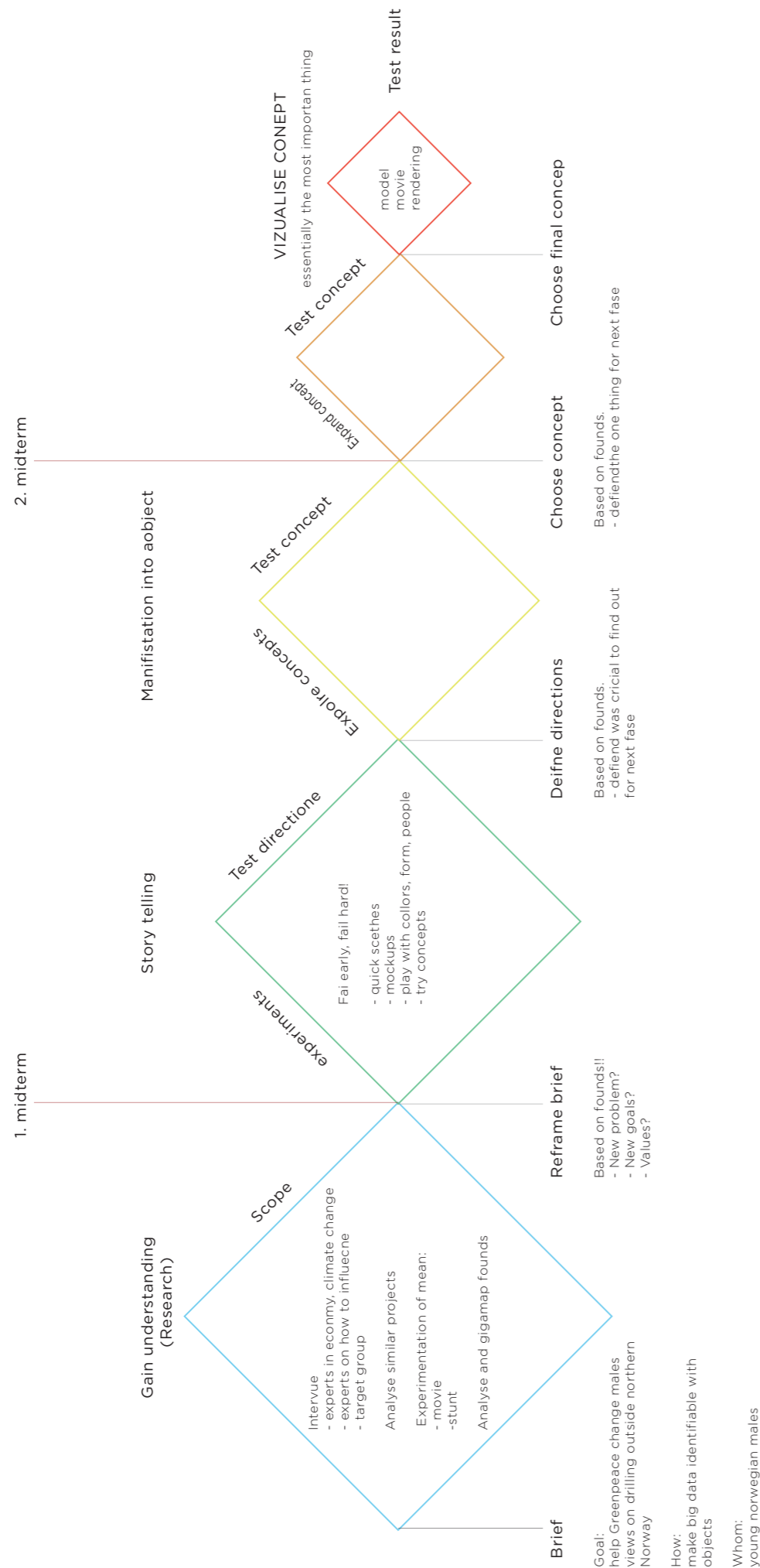
User testing: to test out the concepts

## The project will also gain understanding within these topics:

- How do people take decisions?
- How is it possible to influence young males values?
- Map out other environmental cases, what did work/not work?
- Who are the stakeholders?
- On what basis do they take decisions?
- What are the different views based on?
- Why are politician's pro/con?
- What do the locals think?
- Why do investors want to put money in it?
- Who is going to earn/ loose money on drilling?

## Out of scope

This project will not discuss whether or to what extent climate change is human made or not. Here I am taking 95% of the climate scientist's word for it. This project will not discuss Norway's, or other countries, already existing oil production or other sources for greenhouse emissions.



Plan

Week 1. 16.08-18.08:

- Start up semester. Rewrite diploma brief

Week 2. 21.08-25.08:

- Define stakeholders
- Meeting Green Peace; how are they taking action? What are working and what not?

**Week 3. 28.08-01.09:**

- Dissect 3 discursive design projects
- Map out journeys of 3 other projects trying to influence environmental causes.
- Go through important parts of the reading list
- Set up interview with:
  - experts on ways to influence (psychologist, advertising man)
  - economy and environmental scientist
- Written and visual analysis of founds, update report

**Week 4. 04.09-08.09:**

- Interview 3 people within the target group
- interview with:
  - experts on ways to influence
  - economy and environmental scientist
- Map out ways to influence decisions
- Outline a method to measure the success of my project
- Initial ideation for concepts
- Meet with Aud at Greenpeace.

**Week 5. 11.09-15.09:**

- Overlook past process. Update report and write an short analyze
- Giga-map founds and analysis to define directions
- Rapid idea sketching and testing in three defined directions

**September 19. First Midterm-presentation:**

- Insight and funds, visualized with mapping and video
- Inspiration from other projects
- 3 possible concept directions.

- Create concepts through iteration, trying and failing. – 2 weeks
- Experimentation of concept with mockup iteration – 2 weeks
- Prototyping and testing – 2 weeks

**October 31, Second Midterm-presentation:**

Design solution proposal.

- Final concept visualization – 3 weeks
- User testing – 2 weeks
- Report – 1 week

**December 15. Deadline for delivery of project**

- Presentation and video – 2 weeks

**January 10. Final presentation!**

Reference projects



The Homeless Vehicle Project by Krzysztof Wodiczko (1988) gave away movable “homes” to homeless people to increase visibility as well as for a utilitarian purpose. It disturbed conventional views by targeting homeless men as potential user-consumers of a designed object. The product had been user tested by a panel of homeless “consultants”. The vehicle was also

part of an exhibition together with sketches, images, and extracts from Wodiczko’s taped discussions with the homeless consultants.

This project uses a design approach to create attention around a minimized user group seen from a political and commercial perspective.



Pollution Popsicles by Hung I-chen, Guo Yi-hui and Cheng Yu-ti are made from collected river water in Taiwan, thus illustrating how polluted the rivers are. They come in informative graphic design packaging as a contrast to the dirty “pops”.



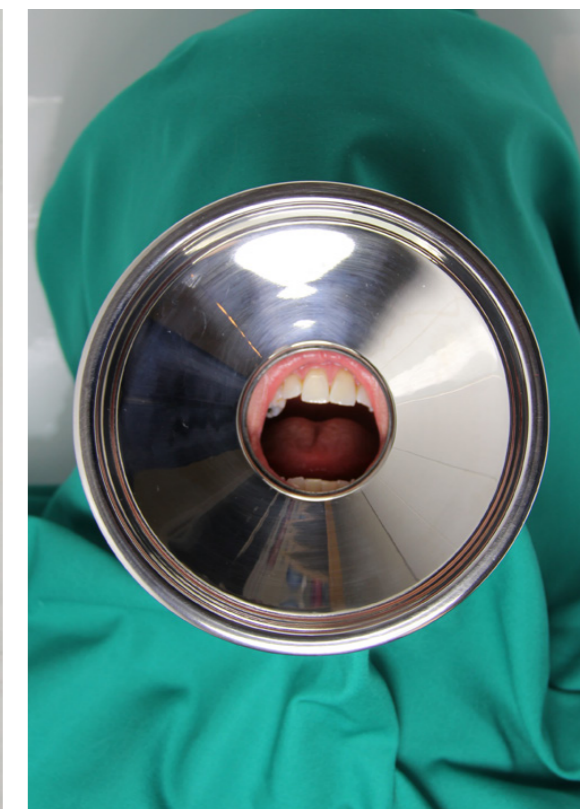
Is a simple and clever idea commenting on a problem that stretches further out than the rivers of Taiwan. In a way, the project kind of stops in the gallery, it would be interesting to see this popsicles handed out to the public somewhere, and then see the peoples reaction.



Voyage on the Planet by Chiu Chih visualize the deteriorating air quality within crowded living environments. The project tackles big questions in a bit naïve, but still poetic way. Our own actions forcing us to adapt and potentially create new equipment just to survive.



The Republic of Salvation by Michael Burton and Michiko Nitta is an installation that portrays a society plagued by overpopulation and food scarcity. It is hence reliant on heavily modified, government-provided, nutrient blocks.



It was criticized for presenting a scenario that “might be dystopian to some, but in some other parts of the world it has been the reality for decades” (Prado. 2014). It is perhaps a bit banal, and while some design tools may have been used to create the output, is it not very aesthetically or sophisticated and looks more like usual hospital equipment.



In my opinion the first project is the strongest of these four. It is the only one actually presenting a solution for the homeless “customers” and making a bigger impact because of its visibility. Besides having a exhibition in a gallery, it makes the project visible on a larger level. This project was made before the internet exploded, so then you could not depend on the viral world.

The popsicle project is a easy, but sophisticated way of illustrating the pollution of river. It would be interesting to see the popsicles handed out to someone with power to do something, to give the project a live beyond the gallery. Off course, because of internet, and that it went viral, it as had a bigger impact than the gallery, but I think it still miss the last edge. The project is not presenting a solution on the problem, other than pointing out that it is a problem. It is always more interesting to see a solution, than only the problem, but pointing out problems is indeed a important role as well.

The third project does not present any believable solution, but by presenting an fictive, naïve solution, in kind of a poetic way, it gives light to the problem in a more constructive way than to just state “we have a problem”.

The last one visualizes a dystopia through an installation, but it is neither very inventive, nor very sophisticated. It is little constructive with horror scenarios, and installations like this kind of stops in the gallery. They make little impact for bringing a solution to the problem.

## References:

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