# Presenting “Me-We”

## Introduction to the Me-We Concept of Community Method

**September 2020**

# How...

...can we work with an approach towards life that is based on the complex system theory?

*

...can we build a commons-based sustainable civilization?

*

...do we relate meaning to purpose and value?

*

...do we connect clarity & simplicity to complexity

*

...do we build a system that is adaptive, regenerative that considers all life forms on earth?

*

**As a design agency, we support communities, entrepreneurs and educators to explore and address these challenges!**

# Content

1. How can we work with an approach towards life that is based on the complex system theory?
- Concept of Community | Seeing the world through a community perspective

2. How can we build a commons-based sustainable civilization?
- The Me-We frame | Considering ethics & perspectives
- The Me-We frame | Evaluating the conditions of a community
- The Me-We frame | Exploring perspectives (example)
- The Me-We frame | Human Actions explained

3. How do we relate meaning to purpose and value?
- The Me-We Community grid | Civilization design through self-governance

4. How do we connect clarity & simplicity to complexity?
- The Me-We Iteration Module | Practice design thinking with Me-We

5. How do we build a system that is adaptive, regenerative that considers all life forms on earth?
- The Me-We Tools overview | From intentions to values
- The Me-We Program | Evaluate, practice, implement & imagine!

# • Concept of Community | Seeing the world through a community perspective

Concept of community
In our globalist world, everything is interconnected. Our technologies and our actions can no longer be approached solely from a local perspective. When it comes to our actions, our individual responsibility plays a greater role today because we inhabit the earth with more and more people. Our individual impact has grown as the technology we use has a greater impact on the Earth than ever before. To give a concrete example, consider all the products we use such as a mobile phone, a car, household items, clothing, etc. These products are produced all over the world, whereby parts are assembled by people in different countries and later in the final stage the products are sold in different countries. Also consider the power of the weapons we have to influence, manipulate, or even destroy our humanity. These are also stronger and reach further than ever! There are not only military weapons here but also various forms of propaganda in the media, politics and advertising.

Because everything is interconnected, everything is being influenced. Together we are a citizen of the world and a citizen of the earth despite and thanks to our culture and background. The world we live in is so big and comprehensive that it is no longer possible to oversee and control everything that happens in the world. It seems that we can only relate to what is happening in our living environment. We navigate and fly like a flock of birds where each bird knows its position in relation to the other but none of the birds sees the big picture. A total picture that is in motion and constantly changing compared to the landscape in which it is located.

The human circumstances in which we find ourselves are therefore constantly changing and as humans we face the challenge of relating ourselves to these ever-changing conditions. These conditions are related to our autonomy, identity, knowledge, responsibility, peace and conditionality. These conditions are a condition for our quality of life.

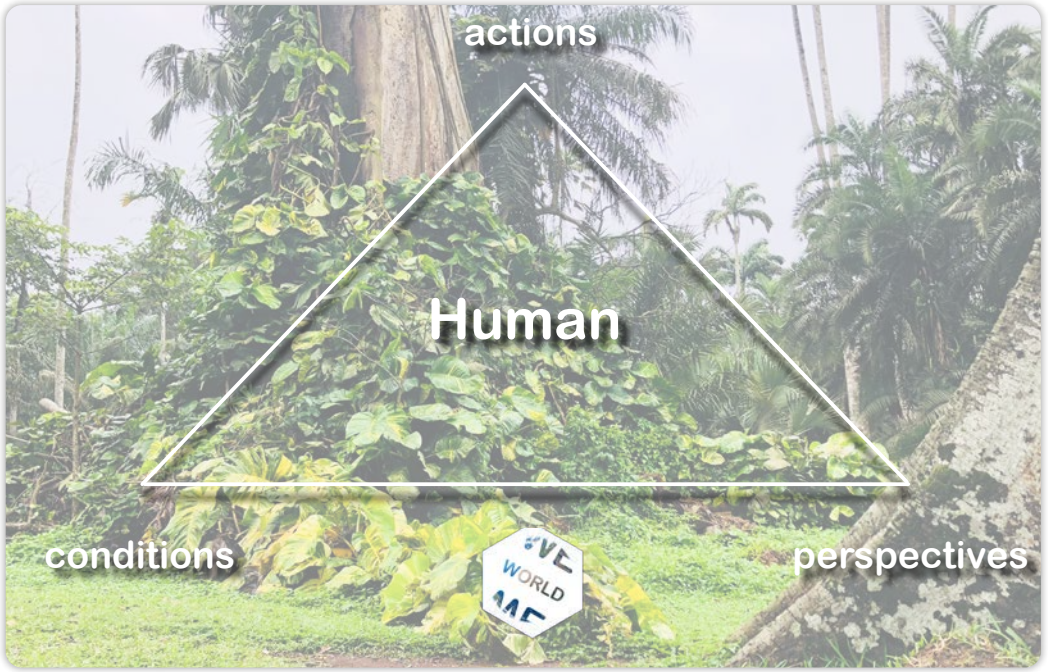
Ethical dilemmas and differing societal social perspectives are the foundation of our thinking and acting and can lead to being empowered, inspired and motivated as individuals, but also frustrated, excluded, stressed or enslaved.
Respect for the individual within the group determines the quality of the group and vice versa.

A human, however, could not exist without other life forms from which he emerged and on which he depends/relates to. It is precisely this dependence that makes its existence possible. We call this perspective or this way of looking at the world “The concept of community” where the community is more than just other people but it is about all life forms (and non-living forms) in relation to each other.

The Me-We

2. How can we build a commons-based sustainable civilization?

# • The Me-We Frame | Considering ethics & perspectives




## Human Conditions

In the Me-We vision, we believe that the quality of a community is influenced by 6 conditions. By exploring these conditions and investigate how they relate to different subjects in day to day life we get an insight into how we as a community think about a certain matter. Although there is no ideal situation or scenario within a community, we do think that it is important to understand our position towards; Safety, Trust, Understanding, Awareness, Relaxation and Tenderness [STUART]. Each aspect in STUART has an aim and a positive and negative relation towards this aim as is shown in the overview below (next slide).

## Human Perspectives

As the second layer in the Me-We frame, we look at how a situation can be viewed from different personal preferences. These preferences stem from people's innate personal characteristics. We named them after the four elements. With the ME-WE frame, we distinguish 4 preferences; analytical, conceptual, structural and social. Linked to these preferences are the perspectives; #prosperity, #pneuma, #planet and #people. These preferences categorise different viewing points but that doesn't mean that the cannot be combined to look at a certain matter actually we strongly recommend they are taken into account equally.

## Human Life Actions

As a third layer, we introduce Human actions. When we start from a ME-WE point of view, we notice that people are involved in activities during life that we can divide into 3 categories. These are Ritualising, Sharing and Imagining. In the Me We frame, we make a connection to how they relate to the Human conditions and Human perspectives. Each action is described shortly in the overview below.

# • The Me-We frame | Evaluating the conditions of a community

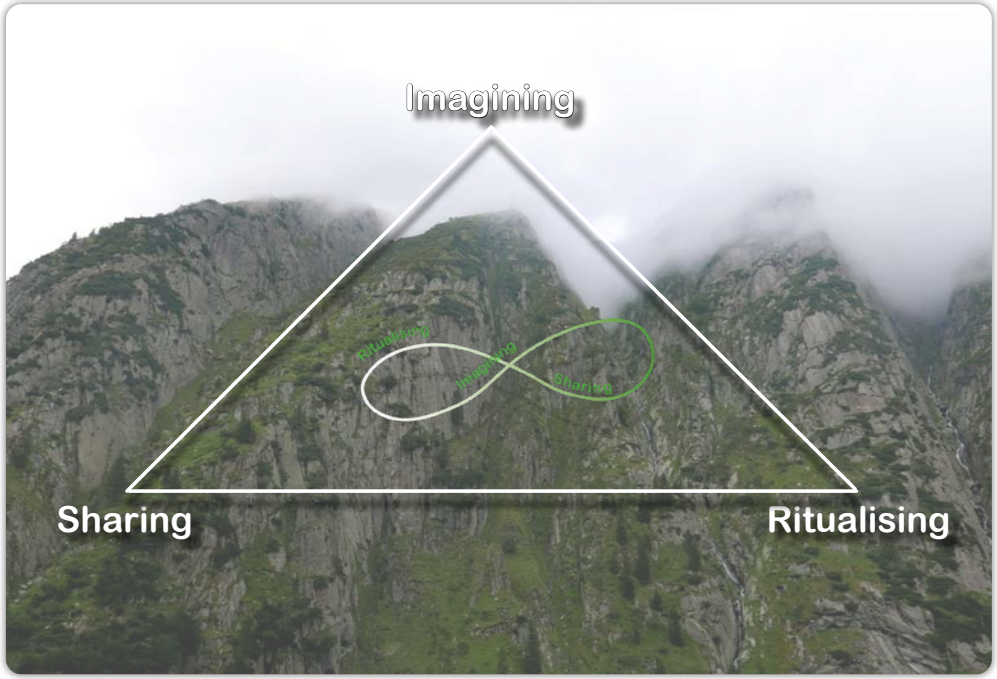
| COMMUNITY CONDITIONS / COMMUNITY STATUS | SAFETY | TRUST | UNDERSTANDING | AWARENESS | RELAXATION | TENDERNESS |
|---|---|---|---|---|---|---|
| + | about Protection<br>Overprotecting makes people unaware of possible new danger. | about Connecting<br>If you connect too much you can forget who you are and as a result of that lose your Identity. | about Informing<br>Too much information can lead to infinite relativity in which it becomes difficult to reach a decision. | about Influence<br>With influence comes responsibility. A strong leader can lead a community to great heights but also the abyss. | about Stress<br>When efficiency becomes the main-purpose of life, it overrides meaning and value in the community. | about Abundance<br>Seeing the other as a victim does not mean that you are empathetic, it merely confirms the concept of inequality as a given. |
| ∧ ∨ | Aim: Autonomy<br>How autonomous must individuals be within their community? And what opens our mind to feel free to be what ever we want to be? | Aim: Identity<br>To what extent does the community you live in support your values and your identity? | Aim: Knowledge<br>How can we preserve objectivity in a community? How can we ensure that the information is sufficient and reliable? | Aim: Responsibility<br>How do people ensure that people in the community are sufficiently aware of what or for whom they choose? | Aim: Peacefulness<br>Restriction gives life meaning. How much limitation does the community need to be meaningful and effective without causing stress? | Aim: Unconditional<br>We need to make it through the next day. Isn't it better if you are not on your own?<br>"I am because we are!" |
| - | about Enslavement<br>Dependency can easily be misused by other people, groups, organisations, communities or governements. | about Exclusion<br>The fear of not being part of something is a strong emotion and can often lead to wrong decisions where people end up being exploited. | about Criticism<br>Fear of criticism can lead to the manipulation or omission of information, so that reality can be perceived incompletely. | about Vulnerability<br>Weakness or Sickness is frightening because it shows we are vulnerable. If we ignore our vulnerability we ignore who we are. | about Meaning<br>If we have endless time there is nothing to live for. Living with limited time comes with choices. | about Scarcity<br>When the fear of scarcity strikes, we are unable to see the bigger picture and forget that everything is interconnected. |

# The Me-We frame | Exploring perspectives (example)

| How to frame...<br><br>Flying | How does it affect:<br><br>**PEOPLE**<br>about ethics/ beliefs/condition | How does it affect:<br><br>**PLANET**<br>ecological impact | How does it affect:<br><br>**PROSPERITY**<br>sharing welfare & well-being | How does it affect:<br><br>**PNEUMA**<br>heritage & future/ cultivate | How does it affect:<br><br>**PEACE**<br>our happiness peacefullness |
|---|---|---|---|---|---|
| 1. Flying is a treat to our planet and we should stop flying | **Less flying makes people less free;**<br>• because your ability to meet people all over the world in real life decreases (Using communication technology to communicate with people is not the same)<br>• It takes more time to visit different parts of the world and this can be a problem since our holidays are not long enough if we use alternative transport | **Not flying is better for our footprint;**<br>• the air pollution decreases | **The flying industry is an important employer stopping the industry means;**<br>• a lot of jobs and businesses will be lost on the ground and in the air. Economical Impact?<br>• What would be the impact on export / trading? | **If we look at the meaning of Flying...Not Flying will change our Life style and our daily life because:**<br>• because your ability to meet people all over the world in real life decreases (Using communication technology to communicate with people is not the same)<br>• It takes more time to visit different parts of the world and this can be a problem since our holidays are not long enough if we use alternative transport | **In general the quality of life without a flying industry could become better:**<br>because by our alternative life styles we get closer to nature and to ourselves but does this work for everyone. People who lose their jobs in the flying industry will have stress to find alternative jobs and might not be able to be able to find any. |
| 2. Flying gives us freedom and opportunity | **Flying makes people free;**<br>• because of your ability to meet people all over the world in real life<br>• It is an efficient way to see different parts of the world during your life | **Flying is bad for our footprint;**<br>• because of the air pollution | **The Flying industry good for the economy;**<br>because it supports the global economy<br>because it is a good employer for a lot of people | **The Flying industry learns us;**<br>• that human kind can solve anything e.g. the challenge of gravity<br>• it makes us belief in a world with opportunities / possibilities | **In general the quality of life with a flying industry could become better:**<br>because it gives us freedom and opportunities but we should ask ourselves how it affects our environment, our planet etc |
| 3. | | | | | |
| 4. | | | | | |

## 2. How can we build a commons-based sustainable civilization?

# • The Me-We Frame | Human Actions explained

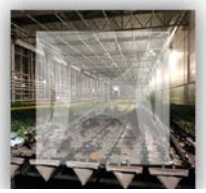



prosperity & well-being

### Sharing

This Life action is about the distribution of wealth and welfare for all life forms on earth. This is important to gain insight into people's right to exist, but especially for all other life forms on earth. There is one earth as far as we know and we are interdependent!

sustainability



### Imagining

This is a Life action, where man collects the knowledge that he gains during his life and converts it into technology to improve and continue the quality of life on earth. Innovation for sustainability is the focus here when thinking from an anthropocentric life vision! The real challenge is after anthropocentrism!

communication

### Ritualising

In this Life action, we try to understand what someone's background is. A person is formed by his/her origin, education and the environment where he/she grew up. This is important for communication between people from different environments.

## 3. How do we relate meaning to purpose and value?

# • The Me-We Community grid | Civilization design through self-governance

**Build your own Community grid (example Me-We board on MIRO)**

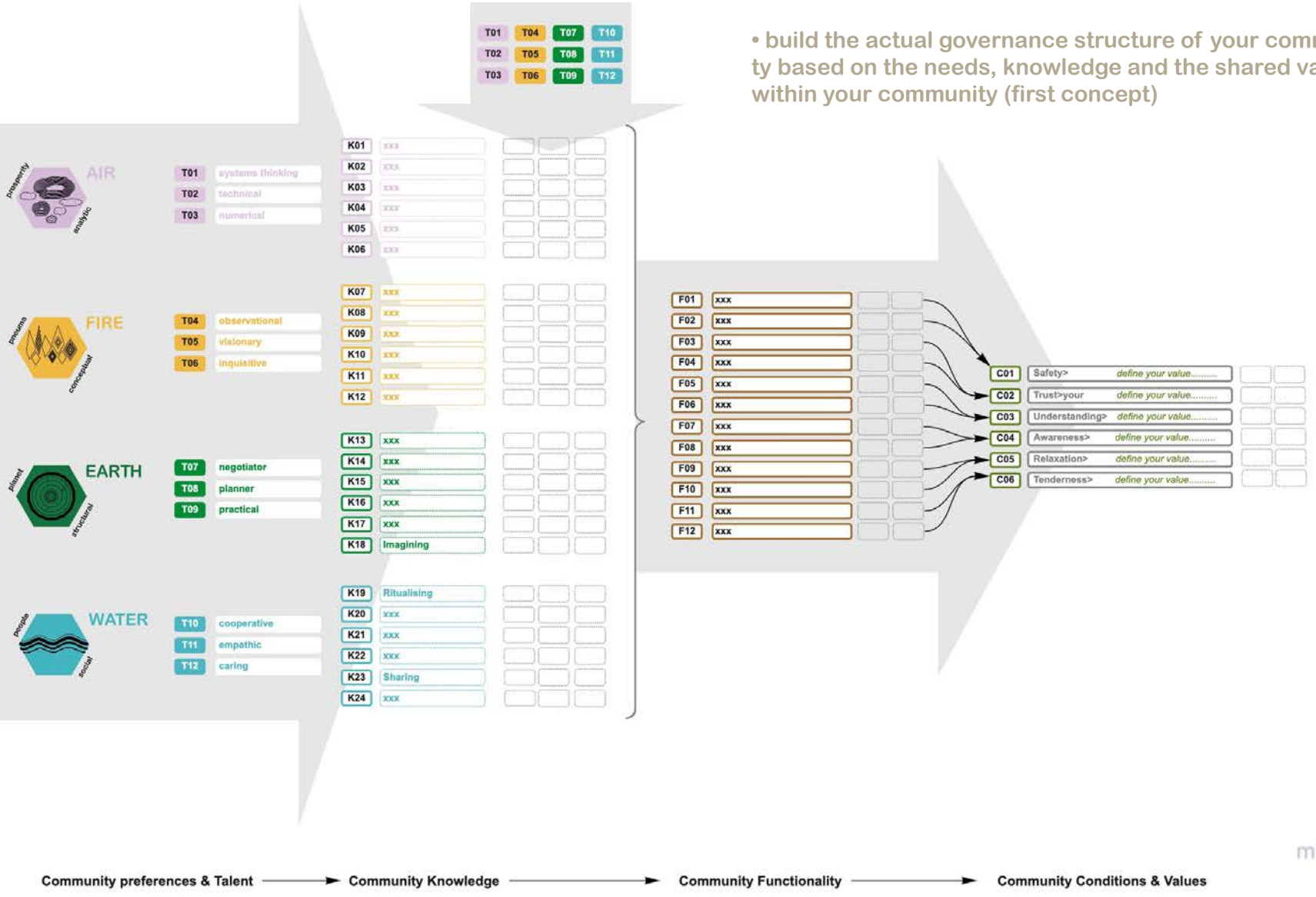
- Learn to organise your community need, talents & knowledge
- build the actual governance structure of your community based on the needs, knowledge and the shared values within your community (first concept)

**Knowledge Cluster AIR**
*Prosperity & Analiytic*
Knowledge related to analytical preferences focussing on data/ research and targets

**Knowledge cluster FIRE**
Pneuma & conceptual
Knowledge related to a visionary preference focussing on long term thinking

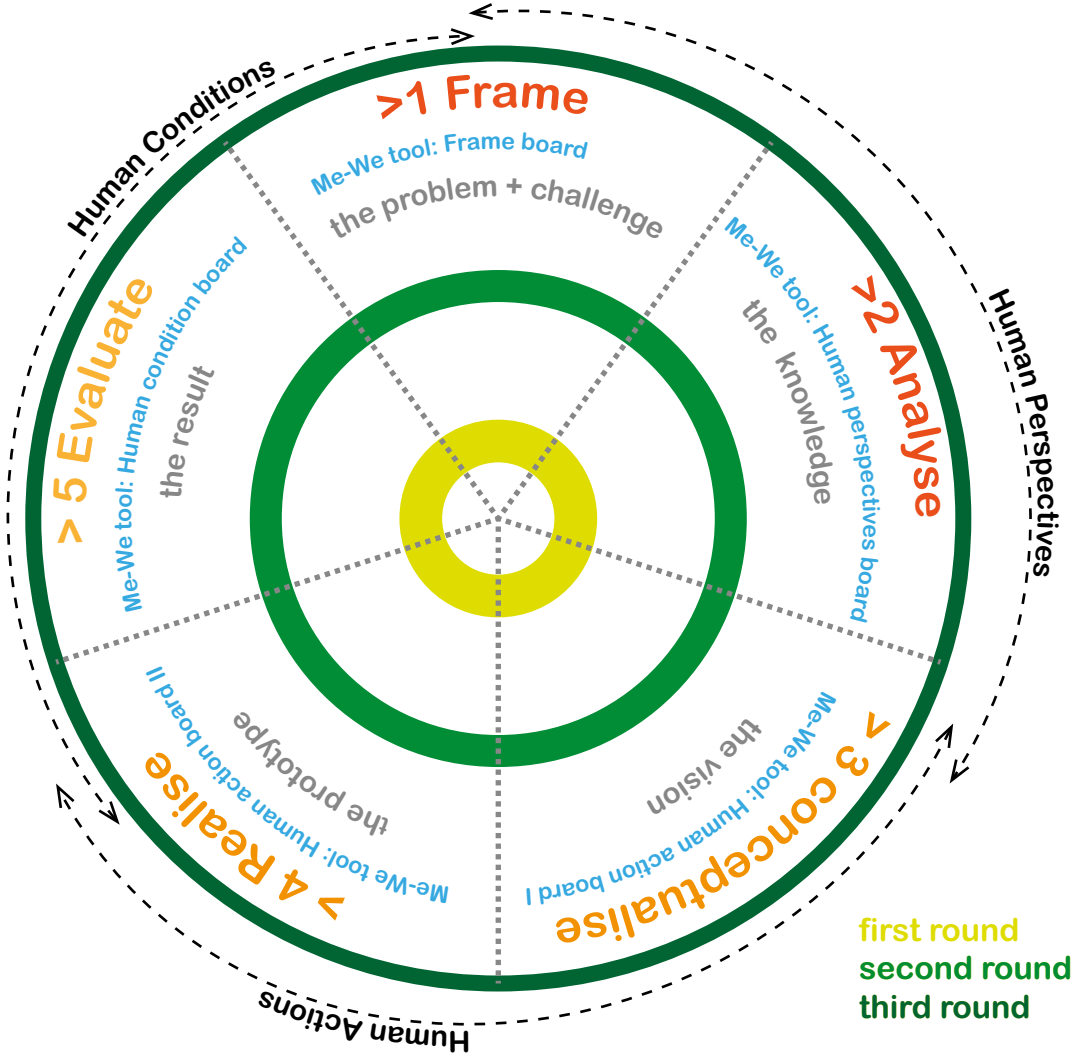
**Knowledge cluster EARTH**
*Planet & Structure*
Knowledge based on an organisational preference focussing on sustainability

**Knowledge cluster WATER**
*People & Social*
Knowledge related to a social / citizen preference focussing on peoples interactions




miro

# • The Me-We Iteration Module | Practice design thinking with Me-We




## Iteration Process with Me-We in 5 steps

**>1. Frame**
- Frame the problem / challenge
- Define your solution and give it a name/title

**>2. Analyse**
- Devide the group in 4 Human Perspective clusters
- Gather all the nessecery data
- Each HP cluster gatheres data within their cluster focus

**>3. Conceptualise**
- Each HP cluster anwers their 3 questions on the Me-We Human action Implementation board no1

**>4. Realise**
- Each HP cluster anwers their 3 questions on the Me-We Human action Implementation board no2

**>5.Evaluate**
- All group members evaluate seperately the 6 conditions on the Human Condition / Solution evaluation board

5. How do we build a system that is adaptive, regenerative that considers all life forms on earth?

# • The Me-We Tools overview | From intentions to values

| Status: / Aspect: | Seeding | Nurturing | Growing | Thriving | Harvesting |
|---|---|---|---|---|---|
| **Purpose:** | Shared Intentions | Shared Knowledge | Shared Missions | Shared Leadership | Shared Values |
| **Challenge:** | What makes our connection? | How can the individual become part of the bigger picture?<br>*what is the bigger picture? | How can we act together?<br>* do we need jobs or roles? | How can we govern together? | How can we transfer our shared knowledge value? |
| **Action:** | Learn to know each other by our shared intentions and creating a circle based on it.<br>*intension<>connection | Creating a Knowledge-bank based on the knowledge of our circle<br>*connecting the knowledge | Creating commitment<br><br>*responsibility<br>*Ownership | Building a Campaign/ Strategy | Getting support/funding-for the new concept |
| **Me-We Tools** | Me-We Frame (Human Conditions)<br><br>a moral Compass to evaluate the condition the people who are involved | Me-We Frame (Human perspectives)<br><br>understanding the bigger picture by addressing wicked problems | Me-We Frame (Human actions)<br><br>understanding how we can engage each other and participate in projects | Me-We Community Grid<br><br>a method for governance where you can connect qualities of people to values | The Me-We game<br><br>an awareness tool to understand the Prisoners Dilemma or The Tragedy of the Commons |
| **Remarks:** | Create a group of people or define your community and explore shared intentions and frame your problems! | Gather the data of your problems and frame your new challenges! | Define collaboration roles and awards for your actions. | Strategy long term goals functionality | Souvenir / playful meaningful with your own community grid |

**From ME** ◄·····► **to WE**

5. How do we build a system that is adaptive, regenerative that considers all life forms on earth?

# • The Me-We Program | Evaluate, practice, implement & imagine!

contact: Simone de Wijn
email: kwakyedewijn@gmail.com
phone: +31 06 11708818

## The Me-We 7 Day Me-We Programm (online & offline contact Me-We for more info)

### Day1 | Introduction & Human conditions

How are the community conditions now and what can be improved? Look for improvement within the 6 STUART levels

### Day 2 | Framing (Human perspectives)

Framing sessions | Design thinking methods board
On this board we start to redefine the communi-ty-needs that were extracted from the Human Condi-tions from Day 1

### Day 3 | 5p sessions (Human perspectives)

5p sessions with the frames of day 2

### Day 4 | Implementation (Human Actions)

Discussing the tasks that need to be developed for the preparation of the community grid

### Day 5 Build your own Community grid

- Learn about the community grid template

- check out the Me We grid and get inspired by the Wheel of Co-creation of Barbara Marx Hubbard

- Think of talents and knowledge that is needed in your community

### Day 6 Build your own Community grid

- Learn to organise your community need, talents & knowledge

- build the actual governance structure of your com-munity based on the needs, knowledge and the shared values within your community (first concept)

### Day 7 Build your own Community grid

- Finish your grid by connecting your community knowledge to your community functionality and val-ues. (final concept)

- Make your gameboard template ready. The souvenir of your effort

## Me-We Iteration days

| Introduction Workshop<br>1 Iteration round 2 hours | |
|---|---|
| introduction 1 | 0 minutes |
| 5 x 20 minutes | 100 minutes |
| evaluation | 10 minutes |
| Total workshop | 120 minutes |

| 1 day medium program<br>3 Iteration rounds 6 hours | |
|---|---|
| introduction | 15 minutes |
| 5 x 10 minutes | 50 minutes |
| break | 15 minutes |
| 5 x 20 minutes | 100 minutes |
| break | 30 minutes |
| 5 x 30 minutes | 150 minutes |
| Total workshop | 360 minutes |

| 2 days Heavy program<br>3 Iteration rounds 12 hours | |
|---|---|
| Day 1 | |
| introduction | 20 minutes |
| 5 x 15 minutes | 75 minutes |
| break | 15 minutes |
| 5 x 30 minutes | 180 minutes |
| evaluation | 30 minutes |
| total day | 320 minutes |
| Day 2 | |
| introduction | 10 minutes |
| 1 x 50 minutes | 50 minutes |
| break | 10 minutes |
| 1 x 50 minutes | 50 minutes |
| break | 10 minutes |
| 1 x 50 minutes | 50 minutes |
| break | 30 minutes |
| 1 x 50 minutes | 50 minutes |
| break | 10 minutes |
| 1 x 50 minutes | 50 minutes |
| Evaluation | 60 minutes |
| total day | 380 minutes |