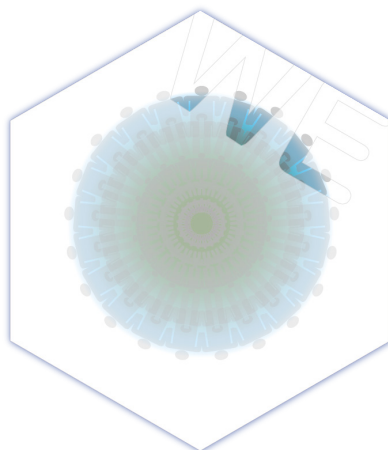
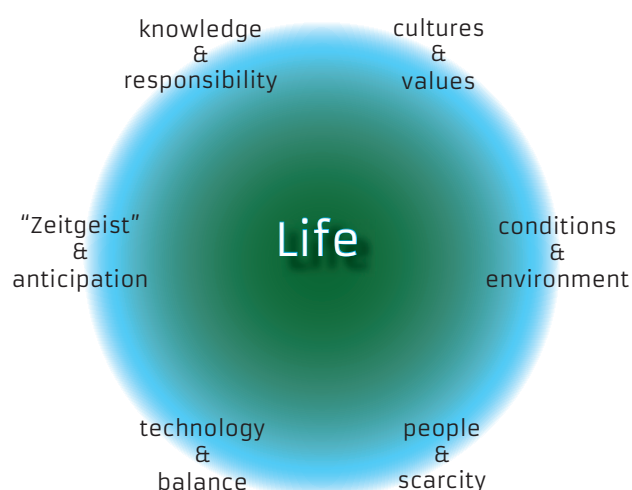
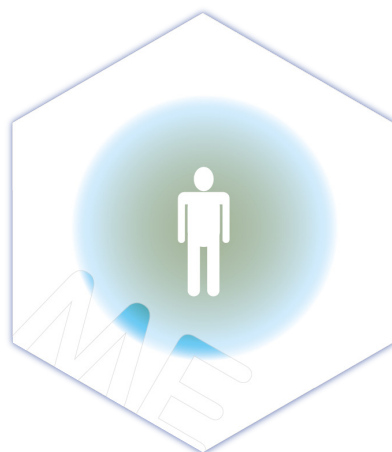




# The Me-We frame

Positioning Human existence





# The Me-We frame

## Introduction



Me-We game at WeShare Fest Paris 2017

### Some Me-We History

The Hague (Netherlands) 2014.

A theologian, a social worker and a designer find each other and decide to make a board game. Not just any board game, but a serious game in which people can arrive at social insights and use their knowledge and talents through interactions and intrinsic motivation.

The game has further developed into the Me-We vision of life since 2020 represented as The Me-We World. On this platform we introduce a number of practical interactive tools that are combined with the Design Thinking & Systems Thinking methodology. Although the Me-We organization distinguishes three categories, including Community builders, entrepreneurs, and educators the Me-We program is widely applicable and intended for anyone who wants to think, live, and work in a future-oriented, innovative, sustainable, and socially responsible way.

[https://me-we-world.com/me-we\\_game/](https://me-we-world.com/me-we_game/)

Geert-Jan van der Wolf  
Theologian



Simone de Wijn  
Social worker

Lawrence Kwakye  
Designer



## About the Me-We-World

The Me-We-World is a concept that encourages individuals to think about their actions and how they impact the people and environment around them. It encourages us to think about how our own actions, decisions, and attitudes can affect our own lives and the lives of others, as well as the environment. It focuses on the idea that we are all connected and rely on each other and the environment to survive and thrive. This concept emphasizes that we have a responsibility to consider how our actions can affect the world around us and to make conscious choices that are in line with our values. It encourages us to think beyond our own immediate needs and wants, and to consider how our actions can benefit the world as a whole. It is an important reminder that our individual choices can have a great impact on the world and that we should strive to make choices that will have a positive effect on both people and the planet.

<https://me-we-world.com/>





# The Me-We frame

Positioning Human existence



*The Me-We frame  
an ethical & ecological  
reference  
within  
Design  
Thinking &  
Systems  
Thinking*

The Me-We frame can be used as an ethical & ecological reference point within Design Thinking and Systems Thinking. It stresses the importance of considering the ethical & ecological implications of any design decisions, such as how they could potentially impact people, the community and the environment. It also stresses the importance of creating designs that are inclusive, accessible, and equitable.

The Me-We frame is based on 3 components:  
Human Conditions, Human Perspectives & Human Actions.

**Human Conditions** refer to the physical and mental health of individuals and the environment in which they live. This includes factors such as access to resources, education, and opportunities for economic success that make it possible for people to self-actualise

**Human Perspectives** refer to the attitudes, values, and beliefs that individuals have about the world. This includes their sense of identity, purpose, and spiritual practices.

**Human Actions** are the behaviours and activities that individuals engage in to interact with their environment and pursue goals. This includes such activities as working, volunteering, and engaging in social activities.

In summary, the Me-We frame is a framework for understanding the complex interplay between the individual, their environment, and their social and cultural context. It emphasizes the importance of both human conditions and perspectives, as well as human actions, in creating a meaningful life.



# The Me-We frame

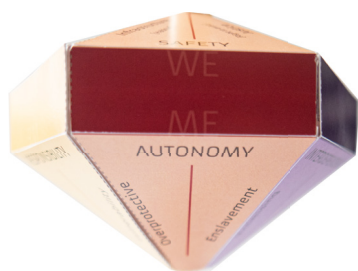
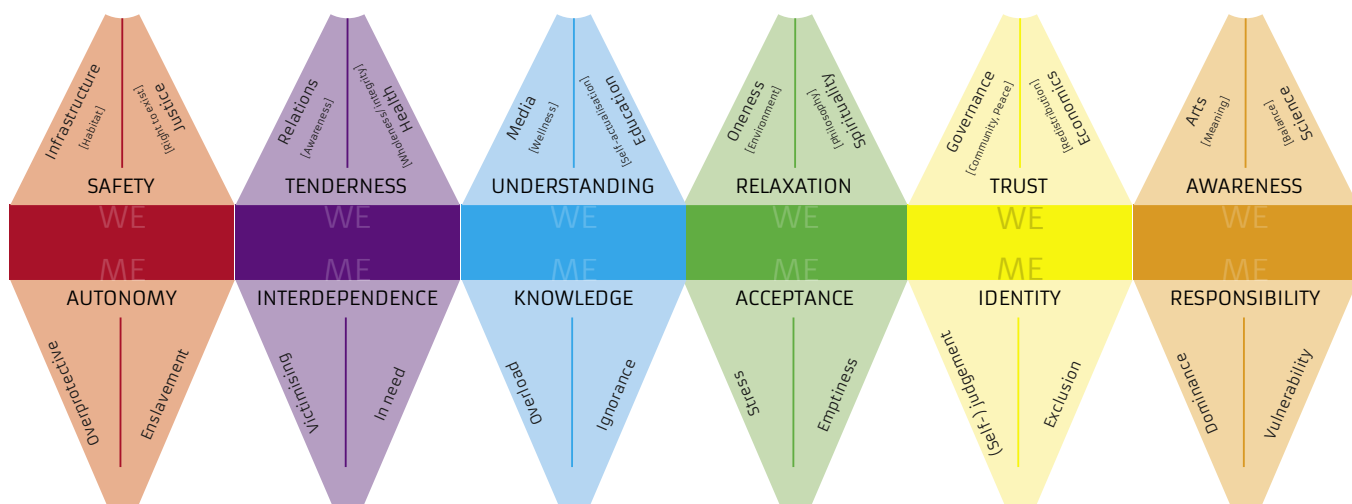
Human Conditions | Empathy mapping



## WE

Human conditions

- community perspective
- Systemic strategy



## ME

Human conditions

- personal perspective
- individual strategy

■ ■ ■ primary conditions  
■ ■ ■ secondary conditions

One of the most powerful tools from the Me-We frame is the Human Conditions / Empathy Mapping, which is inspired by the intuition of Christian Pankhurst (Heart IQ). Me-We describes six aspects (or conditions) of life in human relationships that contribute to peace and well-being: Safety, Trust, Understanding, Awareness, Relaxation, and Tenderness abbreviated as S.T.U.A.R.T. The Me-We team has further elaborated on these conditions, linking each one to a quality of life. This model can be used to evaluate various problems and challenges in daily life within the 3 domains: family, work and community.



# The Me-We frame

Human Perspectives | Consideration mapping

In the Me-We vision, we have a consideration matrix based on the well-known list of People, Planet, Profit but changed Profit in Prosperity and added Pneuma!



## PEOPLE

People are the foundation of a prosperous society. We should ensure that all people are treated equally and with dignity and respect. We should strive to create a society where all people have access to the same opportunities, resources, and rights.



## PLANET

We should respect the environment and recognize our responsibility to be stewards of the planet. We should reduce our ecological footprint, protect biodiversity, and work to restore damaged ecosystems. We should use sustainable practices and technologies to reduce our environmental impact and conserve natural resources.



## PROSPERITY

We should strive to create a society that is just and equitable. We should ensure that all people have access to the same opportunities and resources so that everyone can share in the prosperity of the community. We should work to reduce poverty and inequality and ensure that everyone has the chance to thrive.



## PNEUMA

Pneuma is the breath of life, and it is essential to our well-being. We should recognize the importance of taking care of our minds, bodies, and spirits. We should practice self-care and cultivate our inner lives. We should envision a society that honours the spiritual needs of all individuals and encourages a holistic approach to healing.

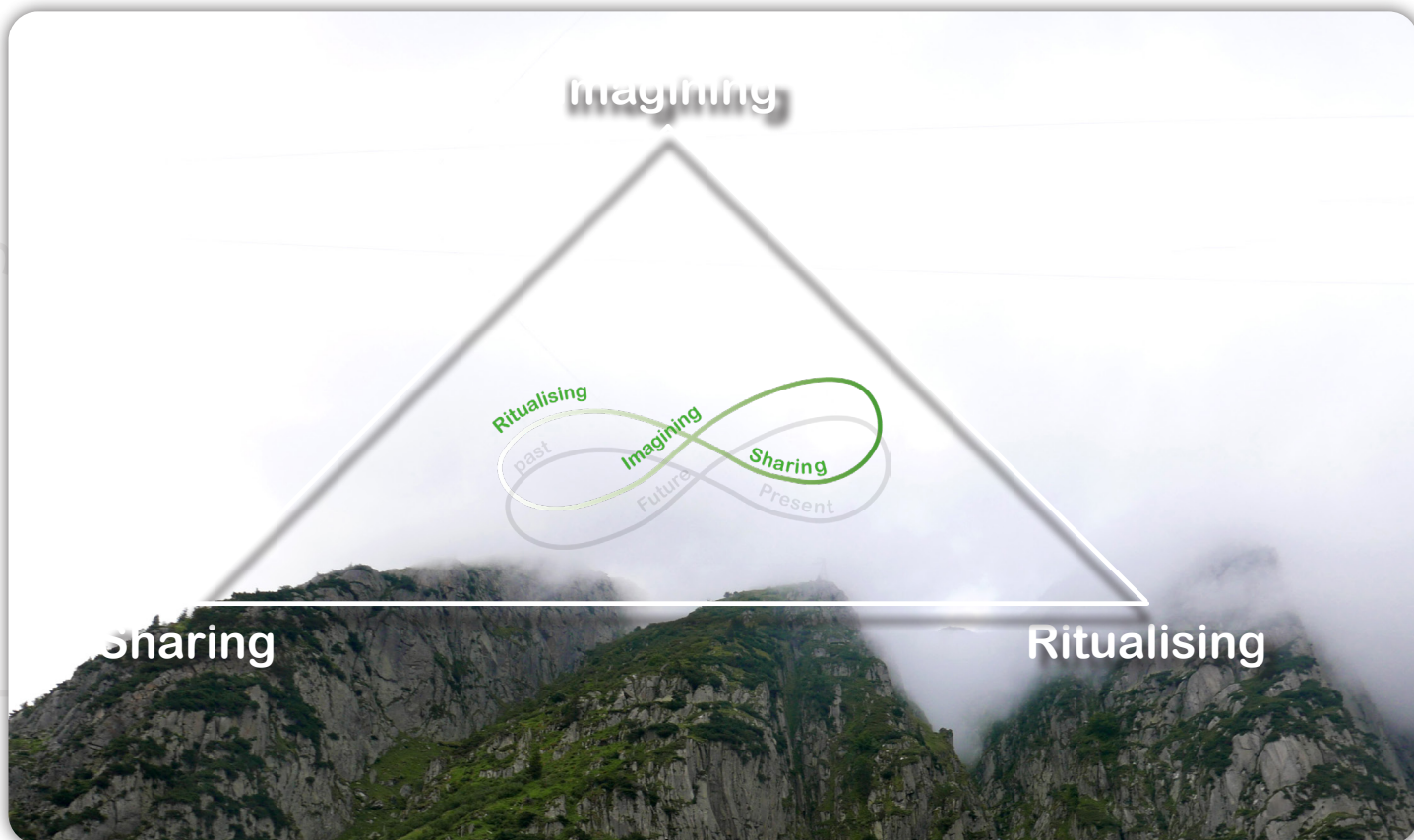
\*Pneuma A word that comes from the Greeks and means breath. In a religious context, it also means spirit or soul. At Me-We we use this word to talk from a holistic mindset with a vision for the future.





# The Me-We frame

Human Actions | Roleplaying / Motivation



From the Me-We vision, people are mainly engaged in 3 fundamental actions during life. These actions are regenerative.

## Sharing

> Economise value

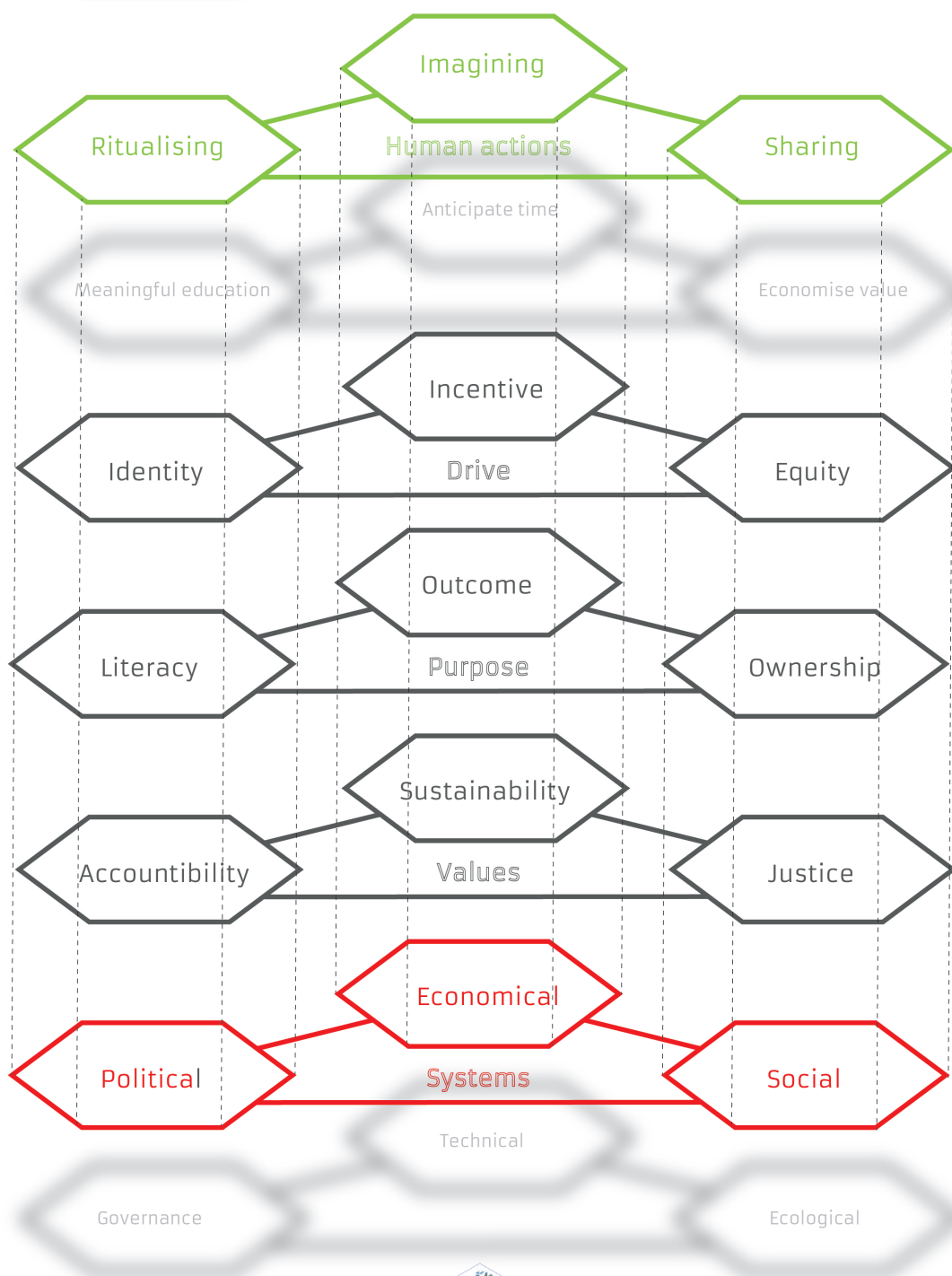
## Imagining

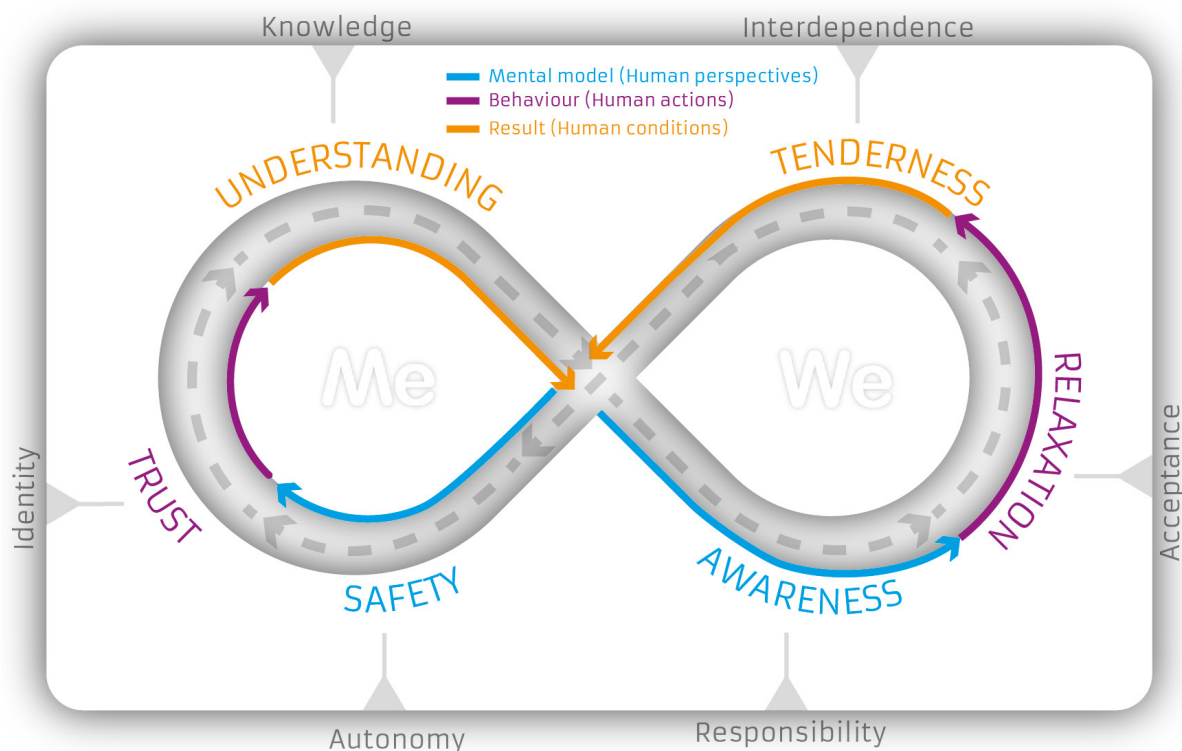
> Anticipate time

## Ritualising

> Meaningful education

From the Me-We vision, people are mainly engaged in 3 actions during life. These actions are regenerative. First, we use the term Ritualisation. This verb contains the concept Ritual, which can be described as an action with meaning. This meaning is inseparable from where we come from and what shaped us (our past). What do we know and what have we learned? In a practical context, this is about education and communication. As a second action, we call sharing. In practice, this is usually about the distribution of prosperity and well-being and the planet we share with each other. It is about being together and working together and its current status. We call the third action imagining. This action gives us perspective for the future. Something to live up to! This action requires vision and creativity. In practice, it is about anticipating the future. In our workshops and games, we use roleplaying, scenario and consideration cards to inspire people.





## The Feedback loop of life

STUART can be represented in an infinite feedback loop. The model below shows how our mental model (also paradigm) leads to behaviour and finally leads to a result. In other words, Human perspectives lead to Human actions and Human conditions. Human conditions are the outcome of our behavioural patterns or our Human actions.