

Timestamp Speaker Transcript

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00:00.20 lenasamford Let's see we're going now. Okay so Dave thank you so much for joining us on hometown earth if you don't mind just tell us a little bit about yourself and your work in design and climate activism.

00:10.00 Dave Johnson Sure? Um I started practicing law in Miami some time ago and after a while realized I wanted to do more so I went back to school. I happened to be at Stanford to do a second law degree in an area that I was really interested in even when I went to my primary so to speak law school which was international environmental law I was focused specifically on. International treaties international agreements compacts et Cetera et cetera anything that had to do with international and environmental agreements and of course global warming this was 30 years ago global warming was starting to get a lot of attention in the legal community.

01:02.53 lenasamford Yeah.

01:06.90 Dave Johnson Ah, Montreal protocol on ozone had just been passed a few years earlier it was starting to show some success Kyoto the big Kyoto climate agreement was in the works at the time so I took a pretty deep dive on you know those agreements. Rio copenhagen paris et etc et Cetera I went to work in several companies in silicon valley after finishing my degree 1 of which happened to be an organizational design firm in Silicon valley which really peaked my interest in. Design component. Although I had studied some elements of design when I was in school specifically software design object- oriented analysis and design and a little bit of fuzzy set theory. That's probably that that is I'll just that is more technical than it needs to be.

01:52.30 lenasamford Yeah.

02:04.55 Dave Johnson But I had gotten my you know my feet wet in design and gotten a little bit of work under my belt in a design firm. So when I came back to university to teach at Stanford I was steeped in design I was already. Deeply immersed in climate issues and international environmental issues and so it kind of became a natural to blend the 2 together. In fact, I even started teaching at the institute of design at Stanford over the last five years.

02:26.90 lenasamford Yeah, yeah.

02:41.81 Dave Johnson Written some articles on this stuff done some coursework some online coursework for the global institute for law and innovation out of France and ultimately I decided I'm going to I need to sit down to write a book and talk about design.

02:41.88 lenasamford Um, nice.

03:01.24 Dave Johnson And International environmental law climate change and it struck me as I thought about it that really the the place I wanted to put my energy was in popular activism on this issue.

03:15.47 lenasamford Okay, okay.

03:17.47 Dave Johnson Which I think will probably the the reasons will come clear as we continue to speak.

03:20.82 lenasamford Yeah, well 1 thing that you mentioned you know you've been doing this 30 years ago um ah climate change is definitely a generational issue like it's

something that has persisted over time.

03:35.56 lenasamford And they're still not a clear plan so you've seen these different you know, negotiations happening and and these you know global plans going into place but it doesn't seem like anything's really effectively addressing it to the level that we need it to be Why do you think.

03:39.59 Dave Johnson Mm.

03:52.73 Dave Johnson Yeah, that's exactly right? and the bottom line answer is. It's structural and it's not just the us. It's not even just the Western world. It's across the the globe structural in the sense that the only real.

03:53.77 lenasamford Bad his.

04:11.92 Dave Johnson Ah, Locus of losai to plural ah to to pluralize it loci of power the 2 places where the power resides to make something happen on a global scale are in governments and in corporations. Corporations writ large not any 1 individual. Not even any 500 companies but just the business world. The corporate world writ large around the world and the these 2 entities that have the.

04:38.85 lenasamford Yeah.

04:49.32 Dave Johnson Power to cause change to happen for sustainability in our world which begins with but does not end with bringing down carbon pollution and bending what they call the keeling curve that we're all familiar with that up and right. Curve of increased C O 2 concentration in our atmosphere bending that curve back down to draw down to a point where we are actually moving back to where we were. That's a huge challenge. It takes a global effort. It is.

05:23.54 lenasamford Right

05:28.50 Dave Johnson Ultimately going to be governments and corporations that do it and they are not doing it and the reasons they're not doing it is economics ah power. Ah so you know call it greed if you want dollars over stewardship et Cetera cetera.

05:34.19 lenasamford Right

05:46.96 Dave Johnson And the only other source of power in the world in my view that's going to be able to cause governments and corporations to do what they need to do is the population of the world and that means.

06:00.15 lenasamford Okay.

06:03.16 Dave Johnson Global populism and that means global activism on climate issues. So that's how I ended up landing on activism as the necessary piece and I'm certainly not the only 1 this is not an original idea I'm not the only 1 who thinks this. But for for me.

06:16.57 lenasamford Right

06:22.76 Dave Johnson My small contribution is going to be bringing design and law and expertise in negotiation into the toolbox for activists hopefully to get more people interested in being activists on climate issues. And using design principles to help them align and scale their the force of their numbers so that they can affect change.

06:51.24 lenasamford Okay, so yeah, what does that design look like if you could just dive into that a little bit more because I think some people might be scared of that and what that might mean you know as far as are you telling me what to do or is this just. Kind of an outline if you want to talk about that and maybe even some design thinking principles. There.

07:14.75 Dave Johnson Yeah, so Amy. That's a really ah adroit insightful question.

Um, let me start with the difference between design and design thinking design thinking. Ah, is a set of tools. It's a set of methods that have been developed over decades if not centuries that designers use that we now we collectively not just at Stanford but around the world. Are teaching not just designers but students across disciplines to use for analytic and so and problem solving purposes because there are some things about how designers approach solving problems that really has proven utility. So.

07:57.91 lenasamford Yeah. Right

08:14.17 Dave Johnson Dominique Skiyama who was and may still be the president of this straight school of design in Paris and Singapore 1 of the best design schools in the world describes it this way which is there is design thinking in all design. But design is a different ah I won't say discipline but a different task. It's a different undertaking than design thinking so doing design um in architecture or fashion or organizational behavior.

08:37.36 lenasamford Okay, okay.

08:51.44 Dave Johnson Is something that's quite unique to that subRighte to that subject matter but design thinking can port can move across all of these different areas and help people adopt a designer's mindset improve their empathy develop their creativity. Improve their ability to work and collaborate on teams and then develop teams of teams grow their confidence in tackling Wicked problems in working with others in a creative positive way. All of these things. Can be improved by working through design thinking principles and design thinking tools. It's a pretty large body of knowledge and I can't do a deep dive on it here. So Let me just take 1 step back with that sort of high level description and say from.

09:44.15 lenasamford Yeah, yeah.

09:49.71 Dave Johnson My view the way I ah intend to approach in my book. The application of design thinking and ultimately perhaps some design to climate activism is this way at the individual level. Want to give people an understanding of how design thinking works in order to guide them in a way that helps them make the first step from being passionate about climate change to finding a partner. Or a team to work with to actually do small projects which in and of themselves will not necessarily solve climate change but will be a step forward in some environmental space for me personally plastics are my.

10:27.78 lenasamford Yeah, yeah.

10:44.50 lenasamford Yeah, yeah, yeah.

10:44.21 Dave Johnson Particular bugaboo and so I go to the beach and collect plastics I know that that's not going to affect climate change. But what it does is it puts me in the in the company of other people who are like minded who we can collaborate with.

11:01.12 lenasamford Right.

11:03.85 Dave Johnson And so that's at the individual level at the next level or you can call the organizational or meta level I want to teach these groups of people ways that they can network with 1 another develop teams and share their interests globally. So ah. I have an example in my book where kids who are collecting plastics in California are in touch with kids who are collecting plastics in Indonesia which has the worst plastics. Ah.

11:33.10 lenasamford Right.

11:39.85 Dave Johnson Garbage problem on their beaches. Of course they have 1 of

the largest stretches of beaches on the planet and they are sharing with 1 another around the world through the power of internet and social media and then go up 1 more level and apply design methods in design thinking at a strategic level.

11:52.40 lenasamford Right.

11:59.12 Dave Johnson Where large numbers of people can come together and organize their voice to generate to create the sort of power in numbers to then bring to bear on any number of governments or corporations.

12:08.63 lenasamford Right.

12:16.10 Dave Johnson To effect change.

12:16.13 lenasamford Okay, that's ah yeah I like that different level system I think that that's been um, something that a lot of people have tried to get across is that it needs to happen at all levels and so kind of building that design thinking structure I guess is.

12:26.94 Dave Johnson E.

12:35.29 lenasamford Is well worth it. I would say um, there's a lot of what you said that I want to kind of talk about um I did see 1 quote and I want to get your thoughts on it just kind of breaking down because I think design thinking still um, is is still something that people will think is. Ah, hard to understand. But this quote I think it was from mit said coming up with an idea is easy coming up with the right 1 takes work so design thinking is coming up with the best plan or design and then being able to implement it Would you agree with that.

13:11.28 Dave Johnson Yeah I do agree with that you know, um, there's a lot of benefits ancillary benefits that came to me from just living and working in silicon valley and 1 lesson that really stuck with me that I learned from the venture capitalists here.

13:22.26 lenasamford Yeah, yeah.

13:31.90 Dave Johnson Is in alignment with what the mit quote says and then the the vc kind of approach is if we have so a company come to us that has a really good idea but mediocre management.

13:46.26 lenasamford Um.

13:48.56 Dave Johnson As opposed to ah another startup that comes to us with really good proven management and a mediocre idea we're going to invest in the latter we're going to invest in the management and the reason is as after your while you realize in startup in the startup world. The starting.

13:57.97 lenasamford Um, yeah.

14:08.26 Dave Johnson Idea is almost never and you could argue probably say never the idea that ultimately becomes successful. It's a starting point. Not the end point and they want to invest in the management because they know that idea is going to change 1 of the fundamentals in.

14:17.10 lenasamford Right.

14:27.64 Dave Johnson Design thinking world about developing ideas is the notion of iterating your idea via prototypes building very rough prototypes so design thinking started in the world of engineering and. Building of products tangible things and so what most of the work was being done was in designing product. You know the the founders of the d school at Stanford were also the founders of ideo which is 1 of the is now 1 of the world's most famous product design firms.

14:45.70 lenasamford Okay.

15:04.66 Dave Johnson And so if you imagine let's say the design of a computer mouse which idea happened to work on for Apple ah you have an idea you develop the idea but you build a prototype right? away you put the prototype in front of a group of volunteer users.

15:22.75 lenasamford For.

15:24.56 Dave Johnson You have them play with it use it challenge it even break it. Ask you questions give you feedback and then you go back and you iterate you build another prototype based on what you've learned and you do the same thing and you do it over and over and over and over again. So Any idea is a good place to start. Ah, it doesn't have to be a great idea. They're almost never great ideas right out of the gate but even a great idea needs to be iterated and in some fashion prototyped to get to a place where.

15:42.34 lenasamford Right.

15:58.13 Dave Johnson The designer can really feel comfortable that they've taken into account as much information as much context and particularly as much end user feedback as possible to then get to a place where they feel like they can take the next step.

16:10.44 lenasamford Right.

16:17.65 Dave Johnson Go to Market or the minimal viable product which is sort of the buzzword of the day. The mvp minimal viable product that they can put into the marketplace and really test in the marketplace and the same holds true for.

16:26.70 lenasamford Um, yeah.

16:34.73 Dave Johnson Designing things that are more conceptual like I'm talking about designing a system of activists who ah hopefully ultimately can organically grow and organize themselves into a really solid functioning.

16:36.80 lenasamford Right

16:54.22 Dave Johnson Network of aligned people.

16:55.60 lenasamford Right? Well so you know my question there is you know you're saying we need multiple iterations of things and partially I think a lot of people you know they need to have that more holistic view of even any topic. But if you're working with climate. Activism. You know it's kind of hard to get that holistic view right? off the bat. You have to learn and you know collaborate and doing all these things that you said so how do we get to a point I guess my first question is how do we get to a point where. And people can have that holistic understanding of what's going on so they can make those effective decisions and then I guess the second question is is. Do you plan for in this design. Um, moments of kind of. Reinvention and and trying to come up with new groups or new thought patterns to address the problem because I think some people get stuck in. You know? Well I'm doing this task with this group and then it goes stale. So is there any part of that that you kind of have. Regenerate itself in the plan.

18:09.58 Dave Johnson I Like that last phrase regenerating itself in a plan and and ideally the the system can organically have feedback loops that that can accomplish that but let me go back to the beginning of your question which was um.

18:20.74 lenasamford Yeah, yeah.

18:28.86 Dave Johnson How do we get people to a place where they have enough of an understanding of the detail of climate change issues which is sort of mind boggling and and ah you know having studied it myself.

18:40.68 lenasamford Yeah, yeah.

18:48.20 Dave Johnson Academically you know sitting in the classroom listening to experts talk about it including some of the Nobel laureates that worked on modeling climate change on the computers. Um. I think most people who are interested in climate change who are passionate about being activist in the climate change space 1 way or another I think they already know enough if somebody is at the point where they feel ah that.

19:16.77 lenasamford Okay.

19:23.58 Dave Johnson They need to or want to do something with respect to the climate change problem. They already know enough in their heart to move forward. You can always gain more information but you don't need to read the last 25 reports from.

19:30.10 lenasamford Yeah. So.

19:40.44 lenasamford Yeah.

19:43.25 Dave Johnson The cop the un triple c council of parties conference of the parties. You don't have to go to cop 26 upcoming in in Scotland yeah, reading some of those reports helps fill in the blanks reading.

19:46.44 lenasamford Right.

19:59.74 Dave Johnson Magazine articles or books or stuff online that is good hard science reading michael mann's book is going to be helpful but I don't I think no 1 should feel limited in their in their passion to move forward because.

20:03.85 lenasamford Just Right.

20:15.63 Dave Johnson They may not feel like they have enough scientific knowledge the whole point of gathering a large number of people together as climate activists is everybody has their own area. So yeah, we have plenty of.

20:17.74 lenasamford This Right.

20:27.47 lenasamford Yeah, yeah.

20:33.36 Dave Johnson Both older and younger you know, burgeoning scientists in the client space who can do the hard science who can explain hopefully the hard science. We don't need to all be that deep and steeped in the.

20:43.17 lenasamford Rights.

20:49.61 lenasamford Rights.

20:50.55 Dave Johnson Atmospheric Science the oceanographic science to know that we have to do something the the scientists in fact, will say we don't need activists to all be spun up on the science we need activists go out there and put their feet in the street ah put their voices online.

21:01.54 lenasamford Yeah, yeah.

21:10.10 Dave Johnson And do things to move the obstacles in government and companies around the world to make the structural change happen by laws by regulation by norms by international agreements and by abiding by and enforcing those international agreements. You know? ah. My last article I quoted an engineer whose name I've forgotten as this really neat statement which I think really resonates for a lot of people which is no 1 person knows how to build a space shuttle yet space shuttles get built.

21:44.87 lenasamford Mean yeah.

21:47.33 Dave Johnson They're big and they're complex and no 1 person knows how it's done it. It gets done because of a very well designed organization of many many

people who all do something different really well and they all share the interest in the larger.

22:06.20 lenasamford Right

22:06.99 Dave Johnson Ideal of spaceflight of exploration of building space shuttles building rockets and empowering and furthering humankind and research and Discovery and so I see it much the same way here. I would encourage anybody who feels strongly enough about climate to not feel like they have to do more research. Not be intimidated by the fact that they are going to.. There's always somebody else who knows more there is plenty of people who know more than I do about climate change and.

22:31.95 lenasamford Brown That's your yeah.

22:43.32 Dave Johnson You know I'll I'll close on on this point which is as a group as a global group of people ah of climate activists. We all have to also accept we have to accept that people are going to have different levels of knowledge.

22:59.50 lenasamford Right.

23:00.86 Dave Johnson And information and we have to get past this idea this litmus test of idea if of well if somebody doesn't know enough then they can't join our group or they can't help our group. We need to have a you know a big tent if you're passionate and and.

23:08.11 lenasamford Right.

23:18.40 Dave Johnson You believe in trying to make something happen to achieve sustainability then you should be welcome and the more educated smarter brighter more activist more accomplished people need to accept everyone into the space.

23:22.41 lenasamford Right.

23:33.81 lenasamford Yeah I Absolutely agree I Think that's what scares a lot of people from getting involved is they see you know even social media accounts where they feel like there's tons of different information coming at them and they got to know it all and that's not the case you got to really kind of. Like you said have that umbrella of like okay we're all fighting for the same thing. But maybe you have your facet. Um, So partially what you know a lot of people. You know, let me rephrase it So This podcast is about um community and you know everybody on this.

23:55.84 Dave Johnson Right.

24:10.63 lenasamford Playing it is all neighbors. We're all neighbors and so I think building community in those collaborative spaces under that same Umbrella is really important but saying that and then being able to get everybody you know in these collaborative groups is really difficult because I think. Um, a lot of people steer towards people who are the exact same as them and exactly what you said you know building a spaceship you got to have different. You know, different genres of people coming together. So how do you facilitate even those different types of groups. So you know say these individuals step up a level and. Get involved with some community that's directed towards what they want to work towards how do you bring those different groups together then is that part of the design of design thinking you know, do you try try to do that.

24:59.15 Dave Johnson Yeah, it. It is actually you know the my idea might work. My idea might fall flat on its face I don't know but ah the idea here and and you don't have to do a deep dive In. Systems theory to to get the idea that systems develop their own momentum. They develop their own energy. They develop sometimes their own rules

their own. Norms of what what they call self-organizing controllers within the system that the emergent properties that that no entity writes the rule and throws into the system.

There's not necessarily. Ah a.

25:36.92 lenasamford Right.

25:45.51 lenasamford Right.

25:51.37 Dave Johnson Master designer behind the yellow curtain pulling all the cords to make this happen. My idea is to encourage individuals to take that first step as I said join teams have those teams align with other teams and.

25:54.86 lenasamford Right.

26:10.17 Dave Johnson So on and so on and so on so to speak and at some point have the group that identifies as climate activists around the world start to develop their own norms and 1 of those norms I'm really emphatic about is. Do not exclude with litmus tests or ideological tests people who share the fundamental passion towards Activism in in furtherance of reaching drawdown lowering carbon pollution.

26:40.48 lenasamford Right.

26:46.29 Dave Johnson Taking on government and corporations as the obstacles to climate progress and be open minded and sharing in information in power in control. Yeah we have you've seen it I've seen it. There are probably thousands of groups startup groups Ngos private organizations charities online with respect to climate issues and they're all doing great work. But if we just go at it. Haphazard.

27:13.30 lenasamford Oh yeah, yeah yeah.

27:25.40 Dave Johnson And and we everybody just is branding their own little ah entity. They are whether they know it or not competing with all of the other small ngos who are branding their own entity in their own ideology and what's going to happen is.

27:28.78 lenasamford No.

27:41.11 lenasamford Right.

27:44.83 Dave Johnson Is sort of the the nash problem the nash Equilibrium problem. Well everybody's chasing into this small space and we're all going to block each other from getting to where we want to go and so somehow or another all of us already preexisting groups and the new individuals who want to participate. Need to figure out it in some way to instead of be working you know at 45 degrees with 1 another to get in alignment and share the space and not feel like well we need to raise more money or our brand is stronger therefore we should lead this.

28:17.66 lenasamford That.

28:21.40 Dave Johnson This movement or this protest or have the front row at cop twenty 6 in Scotland we got to get past that we've just got to get past that and realize we're all literally trying to accomplish the same thing and we had to work with each other irrespected and and so we have to.

28:25.69 lenasamford Where.

28:38.52 Dave Johnson Ah, sort of accept stewardship as the overarching model in a way that governments have failed to do that they fall governments and politicians I don't get me started have obviously fallen backwards into this me first. My group second and the rest of you pound sand. Third.

28:54.12 lenasamford Rot. Yep.

28:57.71 Dave Johnson And we are going to literally kill ourselves doing that.

29:01.81 lenasamford Yeah, yeah, well so I'm assuming we'll have to kind of read

more in your book about how to address some of those issues and get over it. Um and kind of a little off topic but not really um, 1 of the things that you that you touch on.

29:11.28 Dave Johnson Yeah, yeah.

29:19.80 lenasamford In your work that I think is really interesting is almost like the ambiguity of human behavior and so how hard it is to try to plan for a trek plan for what people are going to do So I think that that's a big limitation almost.

29:32.69 Dave Johnson Yeah.

29:38.97 lenasamford Um, in in the work that you're doing Would you say that that the differences in ambiguity almost in human behavior is is a hurdle to climate activism.

29:50.15 Dave Johnson Yes, and I'm impressed that you spun that up out of where you read that I don't know if you read that in in my design article because I think that's where it is so kudos to you here's the thing. But that's so interesting about your question of the 8 critical designed abilities that we teach at the D school and that's not to say this is the end All be all and only approach to describing design thinking or teaching design thinking but at the D school.

30:21.68 lenasamford Brown.

30:26.84 Dave Johnson We've developed 8 critical design abilities number 1 right on top is navigating ambiguity. It's 1 of the things that we teach consistently to students in design classes and I'm a.

30:32.36 lenasamford M.

30:43.53 Dave Johnson Big believer in managing uncertainty and learning how to work through ambiguity. Um, and so yes, we're going to see a great deal of uncertainty and ambiguity facing climate Activism And so.

30:48.33 lenasamford Yeah, yeah.

31:02.12 Dave Johnson At the individual level that I was referring to earlier giving individual the individual reader of the book an understanding of some of the tools that we teach navigating ambiguity is going to be right there at the top of the list and there are.

31:16.72 lenasamford Right.

31:20.68 Dave Johnson Our tools that we talk about engaging and embracing ambiguity and learning how to develop confidence in doing work and continuing to work on problem solving. In the midst of Ambiguity. We may not know where we are or where we're going in the problem. But if we're confident that doing something following our model doing our work will lead us out of an ambiguity and indeclarty we develop.

31:39.77 lenasamford We yeah.

31:56.29 Dave Johnson Not just confidence in that but we develop competence in the work that we do you know? 1 example would be I don't know let's say you're on a but I just happen to be looking at San francisco bay now so I'll use this. Let's say you're on a boat. At night in San francisco bay and somebody shoves you overboard and you need to swim to shore well that nothing is more ambiguous than than that. Nothing is more uncertain. So having the ability to control your mind.

32:15.99 lenasamford Who.

32:26.67 lenasamford Yeah, yeah.

32:34.85 Dave Johnson And think about what's going on assess where you are look at the sky maybe look at the horizon and then having the confidence to start swimming in a in the direction that you believe is the right direction. Ah, it will ultimately.

32:50.78 lenasamford Right.

32:53.80 Dave Johnson Give you more information you swim 1 hundred 2 hundred meters and then you look up and see where you are you swim another 2 hundred meters and that's how you get to shore and you get out of the ambiguous situation. Maybe that's not the world's best example, maybe it's a little scary for some people some people.

32:56.30 lenasamford Yeah, yeah.

33:06.50 lenasamford I like it? Yeah, ah.

33:12.33 Dave Johnson And I know a few who are are very uncomfortable in the water at night and so that kind of is ah is a hard example of for some people ambiguity is like very much like being in the water at night because that's a very scary situation for them.

33:25.80 lenasamford Yeah.

33:30.22 Dave Johnson So yes, navigating ambiguity is a is a critical skill that designers are taught and it will be addressed Yes in the book.

33:36.71 lenasamford Um, yeah, good good. Well so um, kind of my next thought then is you know you talk about these different you know levels and in some of your work. There's talk of a green print is that the.

33:52.93 Dave Johnson Yeah.

33:56.14 lenasamford Is that the plan can you tell us a little bit more about what is a green print and how it can help these individuals and groups.

34:02.86 Dave Johnson Yeah, so ah, for for starters I didn't come up with the idea the the phrase green print. It's been around for some time the nature conservancy uses it and I don't know if they invented it or not but the nature conservancy came up with the idea of a green print as.

34:11.73 lenasamford Yeah, yeah, yeah.

34:22.44 Dave Johnson As a map if you will of a usually an area of land that is subject to some kind of development and the green print is if you think about a blueprint for the development then you think about a green print.

34:23.71 lenasamford Yeah, yeah.

34:42.10 Dave Johnson For as the as the development plus Green Space environmental protection ah Pedestrian areas things that make the plate The the overall territory space more livable more sustainable.

34:50.94 lenasamford No no.

35:00.89 Dave Johnson More human, friendly more animal-friendly, etc, etc. That's what they call green print. It's basically a strategy a strategy map for a development for me I kind of borrowed that phrase and I I refer to something called a personal green print but it has nothing to do. With what the nature conservancy is doing I think of a personal green print and it's an idea in my mind that's still developing as what I would call a small P personal Eco Philosophy. So Not a big Capital P philosophy of you know? are you. Ah, Kantian or are you a pragmatist or or what have you but just a way for somebody to ah who is thinking about my reader who is thinking about becoming more committed to climate issues and climate activism to sit down. And maybe jot down the things that that move them the principles and the values they hold that move them towards being passionate about sustainability about environmental issues and specifically climate Issues. So. It could be a philosophy about 1 Ne's self in the world

about 1 Ne's self with respect to their community How they feel about environment are they vegan are they vegetarian it could involve their spirituality could involve their religion. Any sorts of things that they assemble and it's something that I think is is probably unique like a fingerprint to every person and the idea is I had referencing back this idea of iteration is wherever you start in developing a personal greenprint.

36:41.62 lenasamford Um, yeah.

36:54.25 lenasamford Yeah, yeah.

36:54.84 Dave Johnson It evolves it evolves as we get more interested in learning more about environment stuff about climate stuff or doing taking on tasks like you know collecting plastic on the beach or reading more about microplastics or being more careful about the foods that we eat.

37:06.66 lenasamford Bra.

37:13.85 Dave Johnson Or where they come from etc, etc. Ah, you know this idea I was thinking about where this idea came from how it germinated in my mind and my mind went to something a book I read years ago when I was in school by the Australian. Eco -philosopher by the name of frih matthews ah, and I don't remember the title of her book but her stuff is good and I can certainly get you the title of this book and you can post it. Um, she had this example of the relationship.

37:41.60 lenasamford Yeah.

37:51.95 Dave Johnson Between a whale and krill krill is that very small shrimp in the ocean that some whales eat in large volumes I think baleen whales particularly sift for krill and they have to eat a lot of it and she said.

37:55.36 lenasamford Yeah, yeah.

38:01.35 lenasamford Who.

38:10.85 Dave Johnson The world as it's set up now this is paraphrasing has taught us to think of the whale as 1 thing and krill is another. But in fact, the whale spends most of its time out in the ocean eating krill because it has to take on such a large amount of it.

38:26.63 lenasamford Yeah.

38:28.83 Dave Johnson So eating krill is a part of being a whale a baleen whale and then she goes 1 step further. So if eating krill is part of being a whale then krill is in fact, part of being a whale and so she.

38:32.69 lenasamford And and.

38:46.83 lenasamford Wow.

38:47.62 Dave Johnson Merges she kind of just follows this example to a point where she says Krill is part of a whale and whale in a fashion is part of Krill and this is how she sort of comes in in the in the side door of the larger philosophy. Of All life is part of all other life not just sentient beings because Krill isn't sentient whales are cetaceans are but but Krill certainly isn't but this relationship of you know.

39:10.20 lenasamford Nope.

39:21.79 Dave Johnson The air we breathe the water we drink the food we eat the choices we make about those things are all part of who we are and so and and different people rightly think about these things in different ways I am not opposed.

39:23.52 lenasamford Graph.

39:40.20 Dave Johnson I do not reject people who choose to eat meat I would like to see there be less meat eaters in the world because primarily because Cattle ranching is

is such a negative impact on the climate and and the environment but everybody is going to have their own. View of themselves in the in relationship to the world around them and the environment around them and so fryh Matthews you know Krill as part of a whale idea really struck for me the cord that that.

40:03.60 lenasamford Yeah, yeah.

40:17.61 Dave Johnson We all can have a unique very closely held to the heart personal green print which will evolve and grow and hopefully become a little bit more complex and heartfelt over over time and I think this is a way of.

40:28.73 lenasamford Rah.

40:32.36 lenasamford Um, yeah.

40:37.80 Dave Johnson Also getting people to feel more confident and more willing to buy into becoming an activist with respect to environmental issues.

40:43.40 lenasamford Yeah, yeah I Love that. That's a very visual thing that I can I can see how all life is connected and um I think that a lot of people will also like to do this sort of analysis. On their own life and their own philosophies and it's not like a solution. It's just kind of looking at where you stand and then coming back to that. Um, you know set of values or philosophy. However, you want to phrase it as you get older and as you have different experiences and.

41:18.60 Dave Johnson Um, yeah, yeah.

41:18.56 lenasamford With life. Everybody has a different human experience and especially if they're engaging in these groups that that analysis of themselves or their green print is going to change as time goes on. So ah, how do you think people can begin to see their green print is that something that. Ah, you're going to kind of have a template of in your book or how you know can you talk about that a little bit.

41:42.00 Dave Johnson Ah, yeah I can yeah I Um as I said it's still an idea that's in germination and I'm still working it out before I you know deign to to try and teach others about it. My my.

41:51.96 lenasamford Yeah, yeah.

42:01.24 Dave Johnson My inclination is to describe it such as I just did perhaps a little bit more fully and leave people to their own devices. Perhaps give them a little bit of guidance on on things to think about sort of walk them.

42:05.60 lenasamford Right.

42:21.40 Dave Johnson Around the block a couple of times to give them a set of things to think about including from their own perspective I may stop short of a template because in all of my teaching particularly in in design I find that.

42:24.66 lenasamford Yes.

42:39.13 Dave Johnson It's too easy as a teacher to to what we call prime students towards a particular path ah by saying too much or giving too much guidance to a student rather than being a little bit more intentionally vague which oftentimes frustrates students.

42:49.90 lenasamford Yeah.

42:58.35 Dave Johnson Ah, particularly those who are there to to make a pluses they they don't They don't like vague instructions they want. They want clean answers. They want to fill in the blank and they want to get it right and move on I like to make it vague and challenge them to work it out on their own. So.

43:01.76 lenasamford Yeah Right.

43:11.72 lenasamford Right.

43:15.39 lenasamford Yeah.

43:17.81 Dave Johnson May stop short of a template but I'll certainly try and provide the kind of guidance and perhaps a few more examples like fryh matthews to suggest the reader into the direction of of thinking about because it's a very personal thing.

43:36.52 lenasamford Rot.

43:36.60 Dave Johnson It's ah it's a very personal thing and I get that and so it's only its its value is directly tied to how much of it emanates from the person the reader the student if you will as opposed to the instructor saying.

43:54.84 lenasamford Right? Yeah, you can't make somebody find their drive within. They've kind of got to make those wheels turn and and find that and solidify it within themselves in order to keep them keep them going towards climate you know, climate Activism. So.

43:55.40 Dave Johnson Jot down these 6 things and and answer the questions you know.

44:06.73 Dave Johnson Yeah. Yeah, yeah.

44:14.00 lenasamford Um, I Really like that was there anything that you feel like that We haven't talked about yet related to design thinking and climate activism that you want to share with the audience before we close up shop.

44:25.82 Dave Johnson So let me touch on something that I like to to bring to the surface. Um, and that's something that I learned you know at University from 1 of my mentors and that is ah.

44:30.20 lenasamford Yeah.

44:43.86 Dave Johnson And I don't know where this phrase came from but something that we call the intergenerational handoff. It's it's something that academics in universities think about a lot because the very nature of of school whether it's primary school Secondary university whatever. Is for the older generation teachers academics adults to to provide not just information or access to information which is ever more available nowadays via the internet independently. But also hopefully.

45:15.10 lenasamford Yeah, yeah.

45:22.66 Dave Johnson Understanding and wisdom about the world and about that information to allow the next generation to move forward or as my dissertation advisor told me stand on the shoulders of those that came before. Ah, we have not done a very good job in my view at least in the us in the last fifty plus years with the intergenerational handoff and it saddens me a little bit but each generation mine when mine came up and yours when when you came up. Ah. Kind of left a little bit in my view to our own devices to unfortunately reinvent the wheel a little bit as opposed to really be able to stay in on the shoulders and move forward. Spend our energy moving forward instead of trying to figure out what those who.

46:05.88 lenasamford Yeah, yeah.

46:13.63 lenasamford Yeah.

46:19.22 Dave Johnson Ah, you know came before already know you know we we sometimes on Twitter you'll see you know people who are you know grasping for likes and follows will say what what letter would you write your 18 year old self or your 21 year old self and.

46:32.30 lenasamford Oh yeah.

46:36.20 Dave Johnson You know those are interesting thought experiments but the truth is we shouldn't have to write that letter at 45 we we shouldn't because so some adult at at age 45 should have told us what what that letter would say when we were 18

46:48.98 lenasamford Yeah, yeah.

46:52.16 Dave Johnson Whether it's our parents or somebody else. That's the intergenerational handoff and I really feel strongly about improving the intergenerational handoff and obviously when we're talking about a problem that's going to cross 6 8 Maybe 10 generations across the next thirty forty fifty years.

47:08.56 lenasamford Yeah.

47:11.20 Dave Johnson Until we get to 2050 - 2060 um we need to do a whole lot better with empowering the youth to move forward ah instead of have to sort of wait.

47:16.66 lenasamford Graph.

47:28.63 Dave Johnson And climb the ladder on their own just to take the position and learn what we know at this point in time you know I I remember a quote I think it might even be on my website of a student from and Nyu talking about climate change and he said you know much like gretta says Greta Thunberg says.

47:47.96 Dave Johnson We do not have time to wait for the older people to move out of the jobs that they hold in order for us to take the jobs that they hold and then have the power to make change and that's a really powerful statement.

48:08.60 Dave Johnson That's the old way of doing it is why you work your way up the ladder then you get the power and by the time you're forty five or Fifty. You actually have the power to change a corporate policy with respect to single use plastics. Well shoot now you know 17 year olds already know what the answer is stop using single use plastics.

48:14.21 lenasamford Right? 32 late yeah Yeah

48:26.79 Dave Johnson But how do you empower them to do it? Well ah again, the problem is structural and therefore the answer has to be mass Populism I Just don't know how any ah how else to get around it mass Populism and Mass Activism and so that's that's where my head's at.

48:35.00 lenasamford Yeah.

48:43.70 lenasamford Okay, we got to come together to do it and you've got the design. So ah, yeah, well I Really look forward to reading your book when it comes out. What's the best way that people can connect with you and and find your book when it comes out.

48:47.24 Dave Johnson I Hope so.

48:59.48 Dave Johnson Ah, well my website is climate activism climate hyphen activism dot com and there's the book is probably a year away maybe nine months but I'll be putting up. Reports on progress I'll also be putting up more blog posts that are related to things I'm writing about give you know teasers and ideas. But yeah, that's the place to look. But also it's your audience I will absolutely be back on your show to talk about the book when it's ready.

49:32.96 lenasamford Absolutely oh I'm excited for that and hopefully you know everybody will get on your blog and read it because I I Really enjoy everything that you're putting there and it's it's hopefully they can kind of contribute even to to what your ideas are so.

49:38.20 Dave Johnson It.

49:44.74 Dave Johnson Thanks.

49:50.14 Dave Johnson Yeah, yeah, thanks Lena my pleasure. Thank you.

49:52.87 lenasamford Yeah, well thank you so much Dave I Really appreciate. It have a good day.