



West Stormont Woodland Group

Business Plan Appendix BP3 - WSWG Inspirations

Although no-one in our community had had any idea the woodlands were coming on the market in 2018, members of what became WSWG had been working for several years on an outline landscape-scale project for bringing about a step-change in environmental sustainability for the local area and community – principally how to do our bit locally collectively to half our carbon emissions and double our biodiversity over the next ten years - which found inspiration in a range of exciting models, theories and frameworks several of which are fast becoming mainstream as ways to help our society transition to a sustainable future.

With the climate emergency and mass extinction now hard upon us, not only do we need major transition to a sustainable future but we need it to happen much faster than normal rates of change in society usually occur.

If one was on a familiar and safe journey to a scheduled destination where, as one got closer, it became apparent big trouble lay ahead both in the journey and the intended destination, there comes a point where it is dangerous to go any further without changing direction. If when looking around for a safer alternative, an unfamiliar but clearly viable option increasingly comes into view, that is surely the way to go.

That is the junction we are at on Planet Earth now.

“I will be a hummingbird”

[The Story of the Hummingbird](#), as told by celebrated Kenyan environmental activist, women’s rights advocate, and [2004 Nobel Peace Prize Laureate Professor Wangari Maathai](#):

We are constantly being bombarded by problems that we face and sometimes we can get completely overwhelmed.

The story of the hummingbird is about this huge forest being consumed by a fire. All the animals in the forest come out and they are transfixed as they watch the forest burning and they feel very overwhelmed, very powerless, except this little hummingbird. It says, ‘I’m going to do something about the fire!’ So it flies to the nearest stream and takes a drop of water. It puts it on the fire, and goes up and down, up and down, up and down, as fast as it can.

In the meantime all the other animals, much bigger animals like the elephant with a big trunk that could bring much more water, they are standing there helpless. And they are saying to the hummingbird, ‘What do you think you can do? You are too little. This fire is too big. Your wings are too little and your beak is so small that you can only bring a small drop of water at a time.’

But as they continue to discourage it, it turns to them without wasting any time and it tells them, ‘I am doing the best I can.’

And that to me is what all of us should do. We should always be like a hummingbird. I may be insignificant, but I certainly don’t want to be like the animals watching the planet goes down the drain. **I will be a hummingbird, I will do the best I can !**

WSWG is doing the best it can to turn Taymount and Five Mile Woods into forests where people and planet come first. Together we are greater than the sum of our parts.

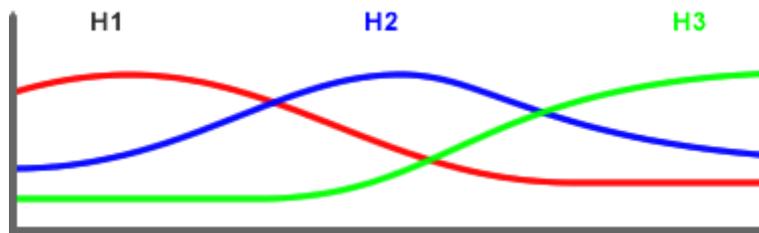
Three of the main models WSWG is taking its inspiration from are:

- (i) **Three Horizons Approach to Planning** (International Futures Forum - IFF - an international group with a small organisational infrastructure based in Scotland.) <http://www.iffpraxis.com/three-horizons> Book to read: "Three Horizons – The Patterning of Hope" by Bill Sharpe

Three Horizons

IFF has found a 'three horizons' model of longer term change a useful framework both in workshop settings and for deeper analysis. IFF builds on previous versions of the model, for example in business planning, to adapt and deepen the analysis such that it becomes useful as a framework for thinking about longer term social change. We have developed a suite of practical tools and resources to use the framework in practice which are available in the [Three Horizons section](#) of our IFF Practice Centre.

We have been exploring and expanding the theoretical underpinnings of the model whilst at the same time using it in practice to prompt discussion of [transformative innovation](#) in a variety of settings - eg energy policy, rural development, broadcasting, health services, financial services etc. In [education](#) we have used the model as the basis for a strategic thinking kit for schools produced jointly with Education Scotland and called 'Opening Up Transformative Innovation'. The model itself is simple and familiar. The first horizon - H1 - is the dominant system at present. It represents 'business as usual'. As the world changes, so aspects of business as usual begin to feel out of place or no longer fit for purpose. In the end 'business as usual' is superseded by new ways of doing things.



Innovation has started already in light of the apparent short-comings of the first horizon system. This forms a second horizon - H2. At some point the innovations become more effective than the original system – this is a point of disruption. Clayton Christensen called it the 'innovator's dilemma' – should you protect your core business that is on the wane or invest in the innovation that looks as if it might replace it? Meanwhile, there are other innovations happening already that today look way off beam. This is fringe activity. It feels like it is a long way from H1, based on fundamentally different premises. This is the third horizon - H3. It is the long term successor to business as usual – the radical innovation that introduces a completely new way of doing things. The model offers a simple way into a conversation about:

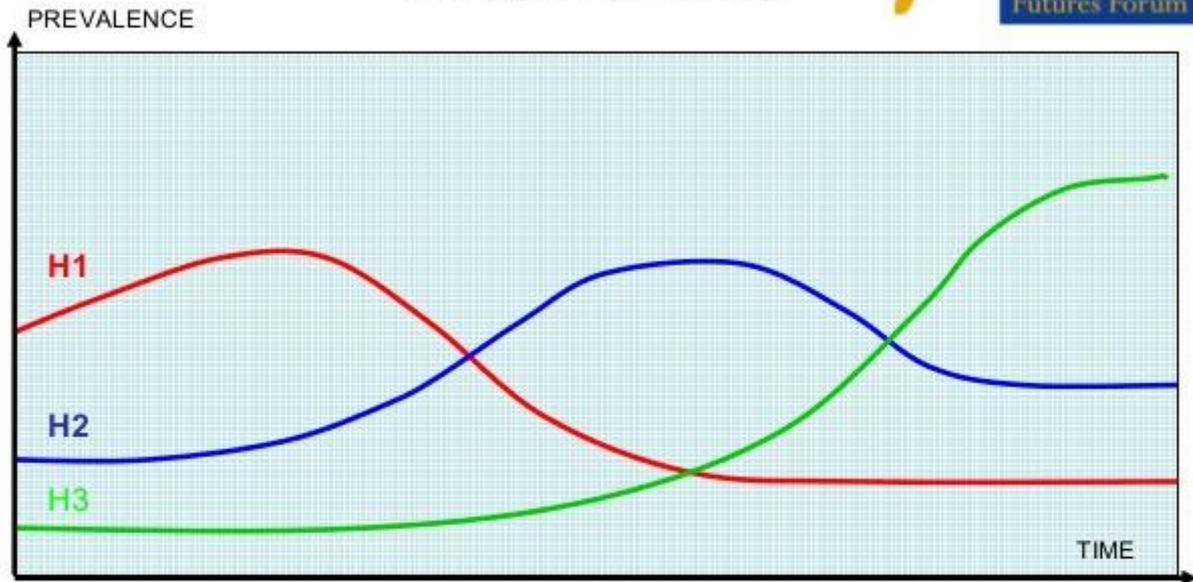
- the dominant system and the challenges to its sustainability into the future, ie the case for change (horizon 1) the desirable future state, the ideal system we desire and of which we can identify elements in the present that give us encouragement (horizon 3) the nature of the tensions and dilemmas between vision and reality, and the distinction between innovations that serve to prolong the status quo and those that serve to bring the third horizon vision closer to reality (horizon 2) a mature perspective that accepts the need both to address the challenges in the first horizon and foster the seeds of the third. This is not an either/or, good/bad discussion. We need to 'keep the lights on' today, and think about how to keep them on a generation from now in very different circumstances. IFF calls this the gentle art of 'redesigning the plane whilst flying it'.

IFF has used this model with a number of different groups. One observation has been that most policy making, and most policy discussion, occurs by default in the first horizon. It is about fixing the failing system, innovating in order to maintain it, 'keeping the lights on'. The extended model of the three horizons opens up a new policy domain for most people: second horizon policy making underpinned by third horizon aspirations.

Three Horizons



International
Futures Forum



H1 sees
H2 as too risky
H3 as irrelevant.

H2 sees
H1 as obstructive
H3 as inspiring.

H3 sees
H1 as lunacy
H2 as promising.

www.internationalfuturesforum.com



(ii) Wellbeing Economy Alliance

WEAll is the leading global collaboration of organisations, alliances, movements and individuals working together to transform the economic system into one that delivers human and ecological wellbeing.

WEAll hubs are place-based groups that facilitate collaboration and activity towards building a wellbeing economy, and link in to the global movement.

At city, state, regional or country level, WEAll hubs exist wherever people are coming together to promote new narratives, policies, ideas and models to make the wellbeing economy a reality in their own localities.

Are you thinking of creating a brand-new local hub where you can collaborate and co-create a wellbeing economy with key organisations and key actors from within your community/area? Or perhaps you would like to join up existing local initiatives committed to the wellbeing economy in your local area?

Working locally with a global vision is a must to achieve the systemic change is needed in our planet.

WEAll Citizens is an initiative to provide ways for individuals and communities to engage with the wellbeing economy. The brand new Citizens online platform provides a space for WEAll Hubs to coordinate digitally, and engage with people in their own area and around the world.

Can WSWG be part of the WEAll Scotland Hub through membership of WEAll Citizens?

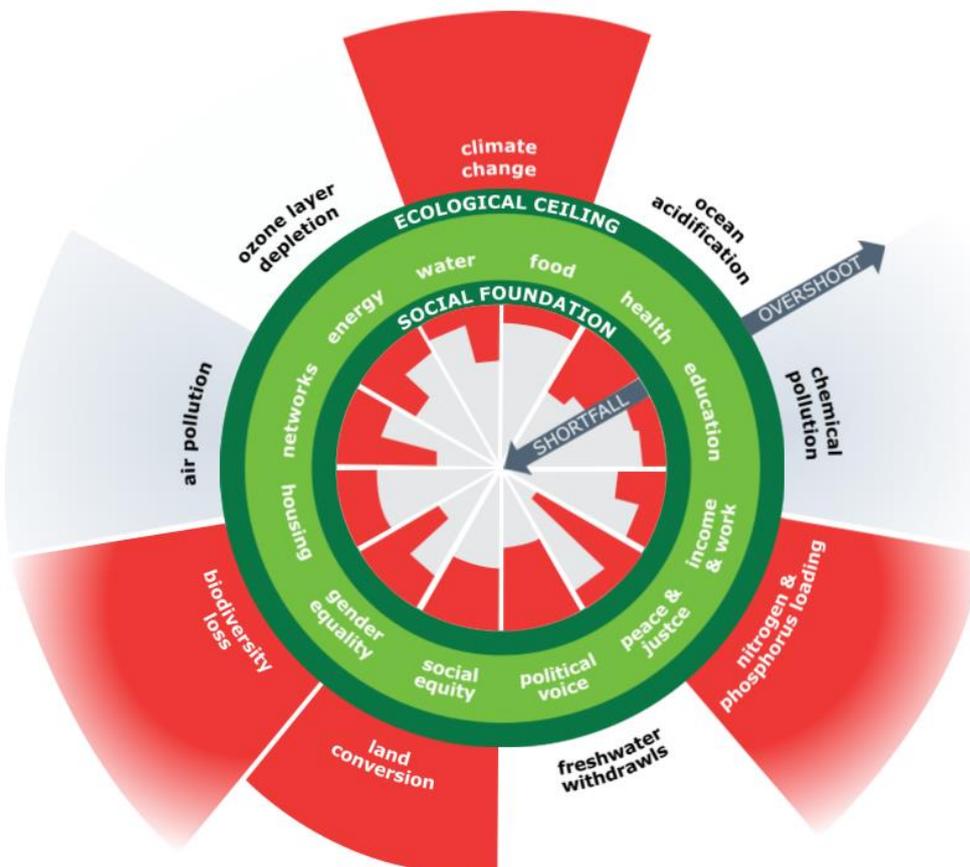
(iii) Doughnut Economics

What on Earth is the Doughnut?...

Humanity's 21st century challenge is to meet the needs of all within the means of the planet. In other words, to ensure that no one falls short on life's essentials (from food and housing to healthcare and political voice), while ensuring that collectively we do not overshoot our pressure on Earth's life-supporting systems, on which we fundamentally depend – such as a stable climate, fertile soils, and a protective ozone layer. The Doughnut of social and planetary boundaries is a playfully serious approach to framing that challenge, and it acts as a compass for human progress this century.

The environmental ceiling consists of nine planetary boundaries, as set out by [Rockstrom et al](#), beyond which lie unacceptable environmental degradation and potential tipping points in Earth systems. The twelve dimensions of the social foundation are derived from internationally agreed minimum social standards, as identified by the world's governments in the Sustainable Development Goals in 2015. Between social and planetary boundaries lies an environmentally safe and socially just space in which humanity can thrive.

Since the first iteration of the Doughnut was published as a discussion paper by Oxfam in 2012, it has had traction in very diverse places – from the UN General Assembly and the Global Green Growth Forum, to Occupy London. Why such interest? I think it is because the doughnut is based on the powerful framework of planetary boundaries but adds to it the demands of social justice – and so brings social and environmental concerns together in one single image and approach. It also sets a vision for an equitable and sustainable future, but is silent on the possible pathways for getting there, and so the doughnut acts as a convening space for debating alternative pathways forward.



Here's a [one-minute introduction](#) to the Doughnut, by the brilliant animator Jonny Lawrence.

And here's a [commentary](#) published in *The Lancet Planetary Health*, May 2017.

Doughnut Principles of Practice

In order to ensure the integrity of the ideas of Doughnut Economics as they are put into practice, we have turned the Seven Ways to Think, and the five key design traits of organisations, into the Doughnut Principles of Practice. We ask that these principles are followed by any initiative that is working to put the ideas of Doughnut Economics into practice.



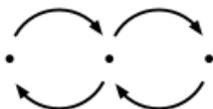
Embrace the 21st century goal. Aim to meet the needs of all people within the means of the planet. Seek to align your organisation's purpose, networks, governance, ownership and finance with this goal. Expect the work to be challenging, innovative and transformative.



See the big picture. Recognise the potential roles of the household, the commons, the market and the state – and their many synergies – in transforming economies. Ensure that finance serves the work rather than drives it.



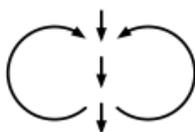
Nurture human nature. Promote diversity, participation, collaboration and reciprocity. Strengthen community networks and work with a spirit of high trust. Care for the wellbeing of the team.



Think in systems. Experiment, learn, adapt, evolve and aim for continuous improvement. Be alert to dynamic effects, feedback loops and tipping points.



Be distributive. Work in the spirit of open design and share the value created with all who co-created it. Be aware of power and seek to redistribute it to improve equity amongst stakeholders.



Be regenerative. Aim to work with and within the cycles of the living world. Be a sharer, repairer, regenerator, steward. Reduce travel, minimize flights, be climate and energy smart.



Aim to thrive rather than to grow. Don't let growth become a goal in itself. Know when to let the work spread out via others rather than scale up in size.

Other important inspirations

Good Ancestor

Roman Krznaric, a leading public philosopher, and author of “The Good Ancestor – How to think long term in a short-term world” asks us “*How can we be good ancestors?*”

He goes on to say, “We live in the age of the tyranny of the now, driven by 24/7 news, the latest tweet, and the buy-now button. With such frenetic short-termism at the root of contemporary crises – from the threats of climate change to the lack of planning for a global pandemic – the call for long-term thinking grows every day. But what is it, has it ever worked, and can we even do it?”

From the pyramids to the NHS, humankind has always had the innate ability to plan for posterity and take action that will resonate for decades, centuries, even millennia to come. If we want to be good ancestors and be remembered well by the generations who follow us, now is the time to recover and enrich this imaginative skill.

Good Ancestor thinking lies around six profound ways in which we can all learn to think long, exploring uniquely human talents like ‘cathedral thinking’ that expand our time horizons and sharpen our foresight. Drawing on radical innovations from around the world, it celebrates the time rebels who are reinventing democracy, culture and economics so that we all have the chance to become good ancestors and create a better tomorrow.”

Nature Recovery Networks

David Attenborough’s work to raise awareness of the planet’s crises at the present time are well known. In 2019, along with the Wildlife Trusts he launched the Nature Recovery Networks – joined-up networks of habitats that allow wildlife and people to thrive – in housing estates, on farms, in nature reserves, on road verges, along riverbanks, in parks and gardens, on office roofs, in the hills.

Make the WSWG area a Nature Recovery Network. Turn it from depleted fragmented, fragile in 2020 to green, healthy, happy in 2030.