

5

learn  
do  
share

LOS ANGELES  
2014

FIFTH EDITION, 2014  
PUBLISHED BY REBOOT STORIES LLC.  
[www.rebootstories.com](http://www.rebootstories.com)  
[www.diydays.com](http://www.diydays.com)  
[www.learndoshare.net](http://www.learndoshare.net)

**Learn do share** is a documentation, reflection and learning resource about collective civic engagement, design experiments and social innovation efforts ventured at DIY Days. We explore participatory systems, collaborative spaces and share culture. Written and designed by volunteers, the aim is to spread storytelling, empathy and collaboration as a way to “learn, do and share,” and to have a positive effect on creative communities within an open design environment both locally and globally. The collaborative book series was initiated by Ele Jansen as an ethnographic method within her PhD fieldwork on collaboration. The resource is a prototype incubated by Reboot Stories, an innovation engine for cross-generational digital literacy and social good, harnessing storytelling, technology and design science.

This book is released under a non-commercial sharealike creative commons license to be shared, remixed and expanded non-commercially, as long as you credit the authors and Reboot Stories and license your new creations under the identical terms. Third party images retain their original copyright.

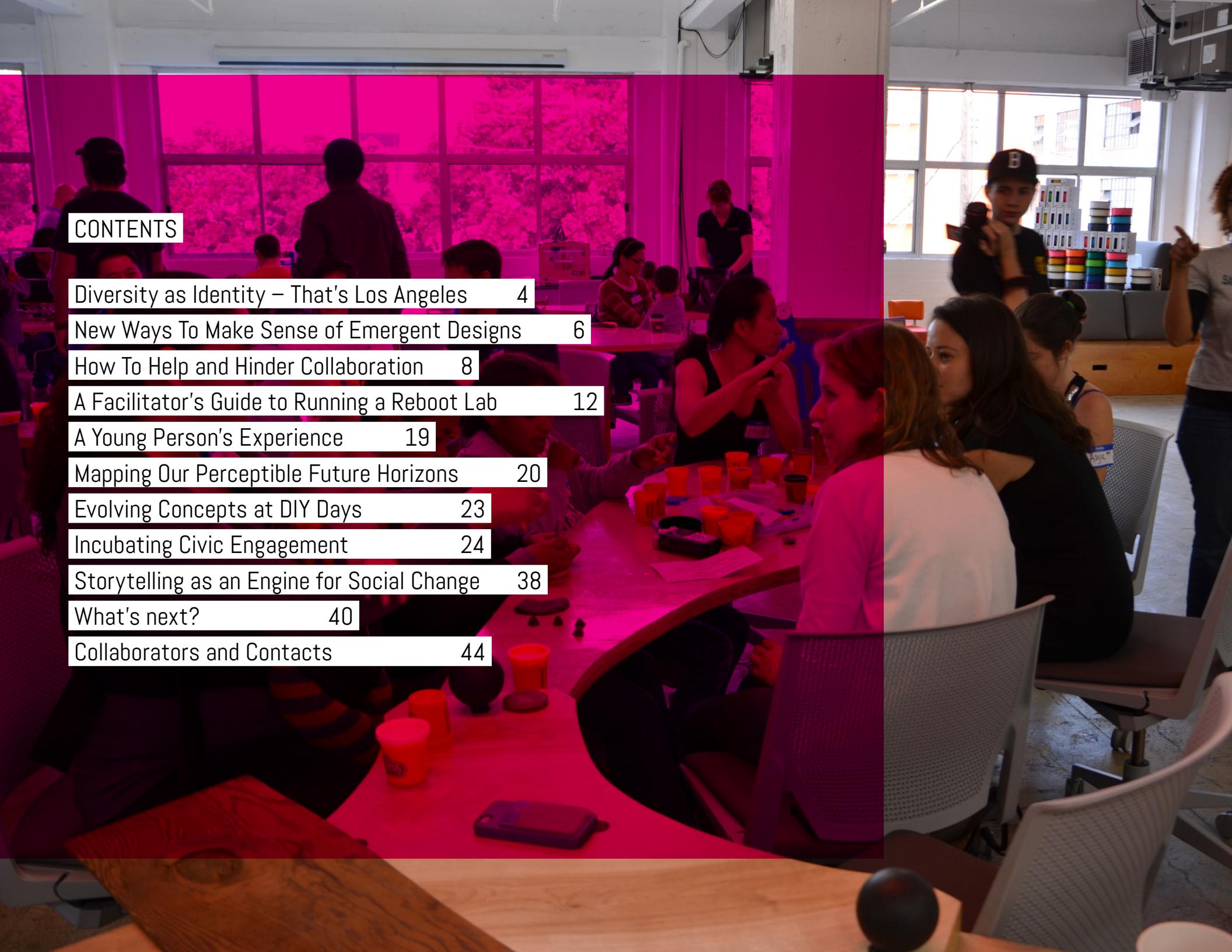
Every reasonable attempt has been made to identify owners of copyright. Errors or omissions will be corrected in subsequent editions.

The views and opinions expressed are those of the contributing authors and editors and do not necessarily represent the views of reboot stories and speakers at DIY Days.

DIY Days is a social innovation hub and a vehicle for creative sustainability. It is an internationally roving gathering for those who create, free to participants and run by volunteers in the spirit of collaborative culture. Reboot Stories LLC designs these gatherings around sharing ideas and resources that help creators to fund, create, distribute and sustain their work. Its experimental elements are attempts to explore the future of co-creation embedded in talks, networking and collaborative activities that are meant to spark the imagination of many.

## DESIGN

**Designful Studio**  
[hello@designfulstudio.com](mailto:hello@designfulstudio.com)



## CONTENTS

Diversity as Identity – That's Los Angeles	4
New Ways To Make Sense of Emergent Designs	6
How To Help and Hinder Collaboration	8
A Facilitator's Guide to Running a Reboot Lab	12
A Young Person's Experience	19
Mapping Our Perceptible Future Horizons	20
Evolving Concepts at DIY Days	23
Incubating Civic Engagement	24
Storytelling as an Engine for Social Change	38
What's next?	40
Collaborators and Contacts	44

# DIVERSITY AS IDENTITY – THAT'S LOS ANGELES



**Los Angeles is a region of tremendous talent. It has a thriving creative community, innovative businesses and not-for-profit organizations, a burgeoning tech and startup scene, and infectious civic energy. Despite all this, the Los Angeles region has the one of the highest unemployment rates and the lowest graduation rates in the country. Our air quality is the poorest in the U.S., and over one million Los Angeles County residents confront hunger or food insecurity every day. What are we doing to perpetuate this? And more importantly, how do we change it?**

**To start a social innovation process** the Goldhirsh Foundation commissioned a report to measure where L.A. stands today versus where it is headed. The report looks at eight key indicators: arts & cultural vitality, education, environmental quality, health, housing, income & employment, public safety, social connectedness. It makes informed projections about where we'll be in the year 2050 if we continue on the current path. Called LA2050, this initiative aims at creating a shared vision for the future of Los Angeles, and to drive and track progress toward that vision.

At DIY Days L.A., the collective around Reboot Stories came together

to collaborate with the Goldhirsh Foundation and citizens of Los Angeles. A diverse group of leaders, designers, creatives, and thinkers from all over the world re-interpreted what it means to live in the world's dream factory. The ambitious task was to get things done in 4 days: bundle ideas, ignite civic action, and bring new projects on their way to make that change happen.

To get the most out of the group, Reboot designed a special four-day program. On the first day 25 creative minds came together to address the challenges L.A. faces. After looking into various areas and hearing from experts, the group came up with several design questions



for a better L.A. These questions can be found in this book. On the second day, the group opened their process to a larger public. At DIY Days, the design questions were dealt with in various experimental workshops, finessing what's needed and doable at grassroots level. On the third day, the core group came back together with a group of kids to prototype some of the ideas generated throughout the days before. At Hub LA, the group worked together and printed objects as tokens for the ideas they wanted to pursue. Lastly, all participants from day one came back together to make their ideas a concrete as possible. They made a pledge to themselves to do

something for L.A. Everyone wrote a project outline, explained it to the group and people signed up to help. This book is both documentation and the first part of a 4-step manual. Three more parts will be published in our following books. You can learn how to run a Reboot Lab to get things started in your home. And you can learn what our groups came up with. If you read about a project that excites you, just get in touch and step in to make a difference!

---

**Shauna Nep @shaunanep**

Shauna Nep is a bioethicist with a passion for urban innovation. She manages all programs and initiatives at the Goldhirsh Foundation/ LA2050.

**Ele Jansen @elejansen**

Ele Jansen is a media and design anthropologist collaborating at the intersection of awesome: storytelling, technology, games and co-creative process.

---

# NEW WAYS TO MAKE SENSE OF EMERGENT DESIGNS

Capturing What Changemakers Think And Do

**Throughout the 4-day event Ishan Shapiro, co-founder of metamaps, captured the discussions and outcomes of our EDIT process. EDIT is a think-and-do methodology developed by Reboot's partner Freedomlab. It stands for Empathy, Define, Ideate, Test Using metamaps allowed us to create an incredible archive of all ideas, both those that were discarded and those that lead to new projects.**

**Here are metamaps containing the knowledge generated during the workshop.**

## REBOOT LABS CORE AREAS

<http://metamaps.cc/maps/499>

To help define the challenge space, we seeded the design thinking process with some chosen core focal areas related to the future of Los Angeles. This gave us a starting point to build upon throughout the Labs.

## POSITIVE PRINCIPLES/DRIVERS THAT MAKE LOS ANGELES

<http://metamaps.cc/maps/502>

As a warm up and inspiration exercise, participants broke into groups to discuss positive principles and drivers that make up Los Angeles. We came together, shared our learnings and common themes quickly emerged. We combined and synthesized these themes, which later acted as a foundation and inspiration for our design questions.



**DESIGN QUESTIONS REBOOT LABS**  
<http://metamaps.cc/maps/514>

In groups we collaboratively defined design questions around our core areas. Exploring the solution space, we refined our ideas, which were brought forward into the next day's workshop.

**FROM MEME TO THEME**  
<http://metamaps.cc/maps/515>

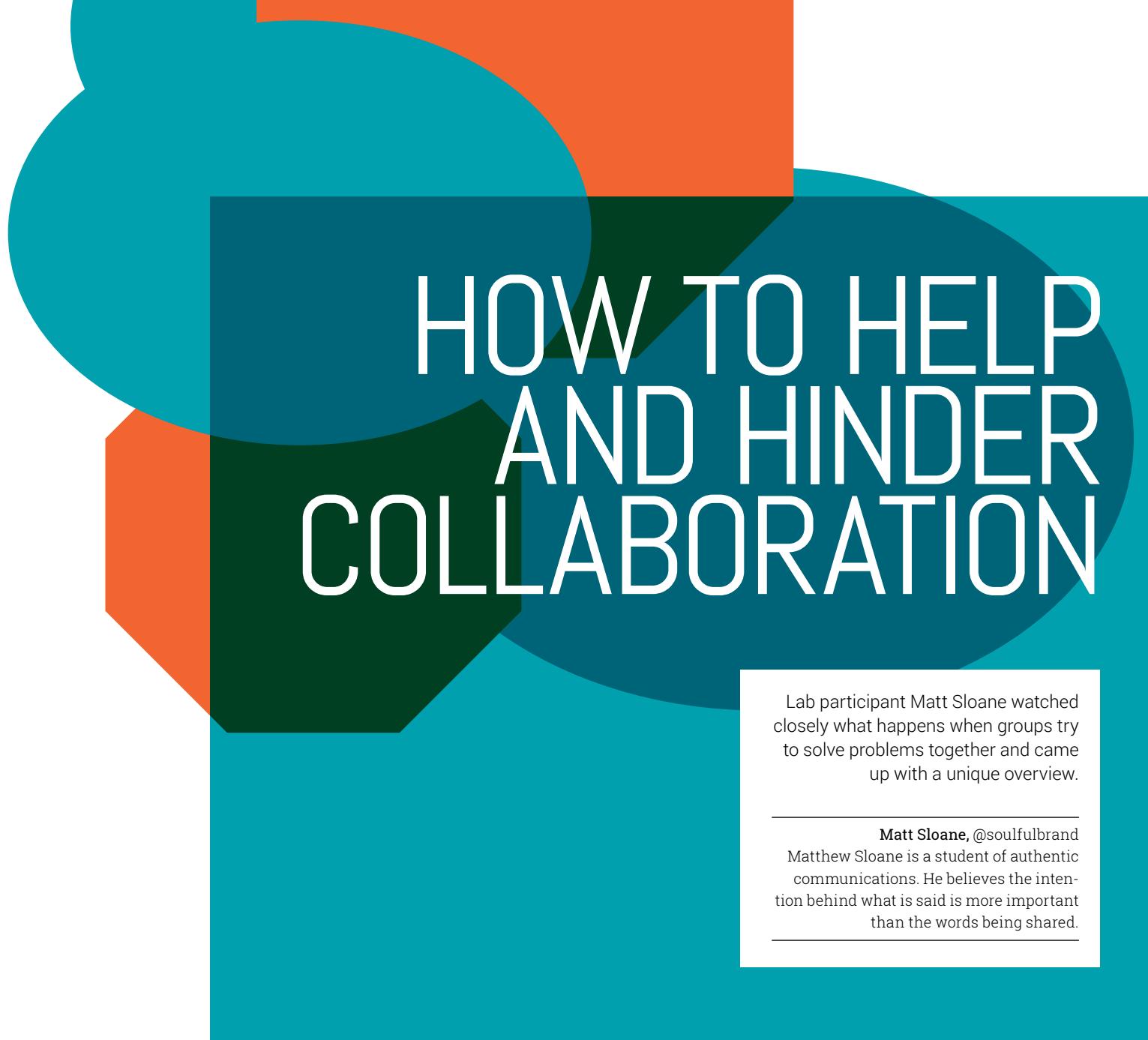
We captured the kaleidoscope of knowledge generated during the Wheel of Reasoning session. A diversity of themes, opportunities, challenges, causes and solutions emerged. Try looking at the spaces between these different topics, relate them and string them into a story!

We made some more maps. You'll find them throughout the book.

---

Ishan Shapiro @notthisbody  
 Co-founder, Metamaps.cc  
 Ishan Shapiro creates at the intersection of art, storytelling and technology. He is co-founder of Metamaps.cc, a commons-based collective intelligence platform, and Notthisbody, a distributed laboratory for future fields of inquiry.





# HOW TO HELP AND HINDER COLLABORATION

Lab participant Matt Sloane watched closely what happens when groups try to solve problems together and came up with a unique overview.

---

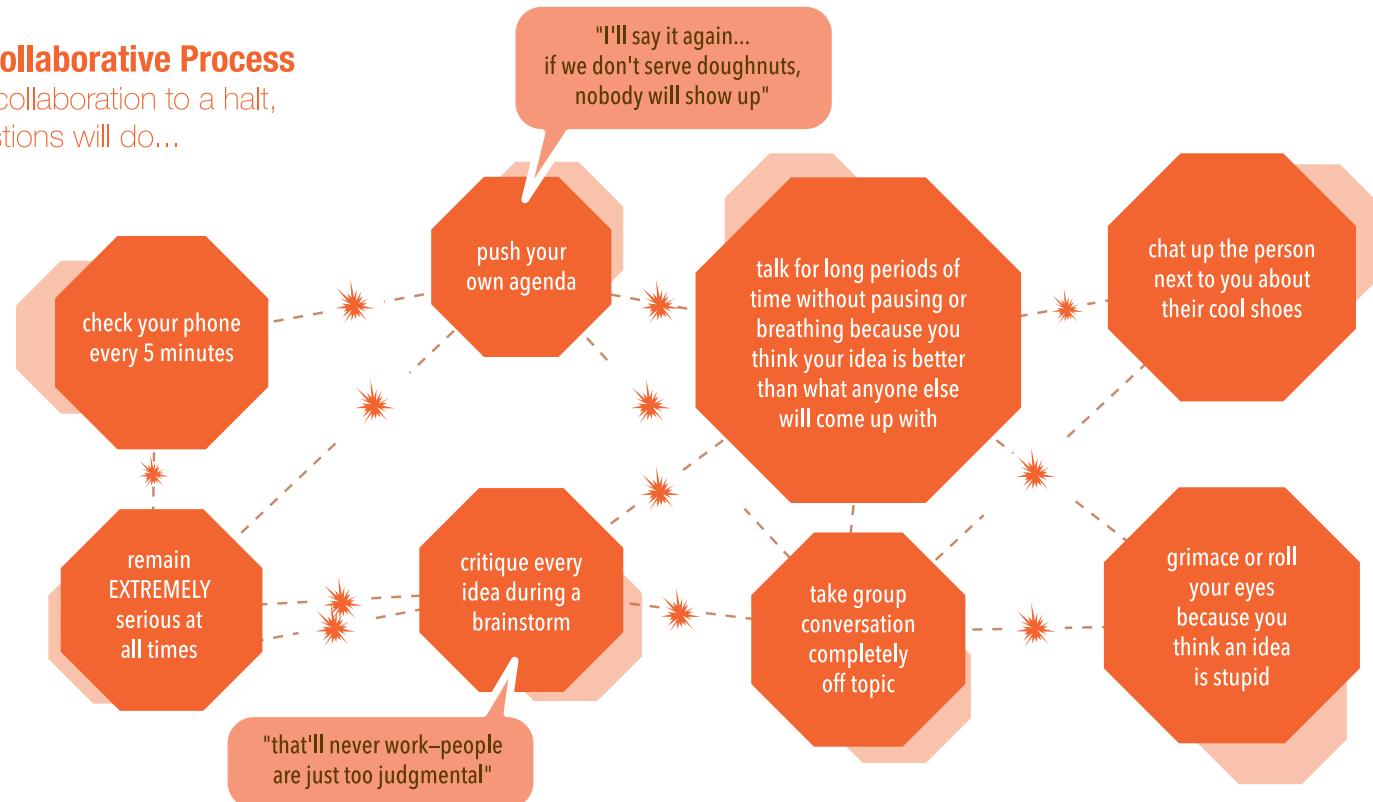
**Matt Sloane,** @soulfulbrand

Matthew Sloane is a student of authentic communications. He believes the intention behind what is said is more important than the words being shared.

---

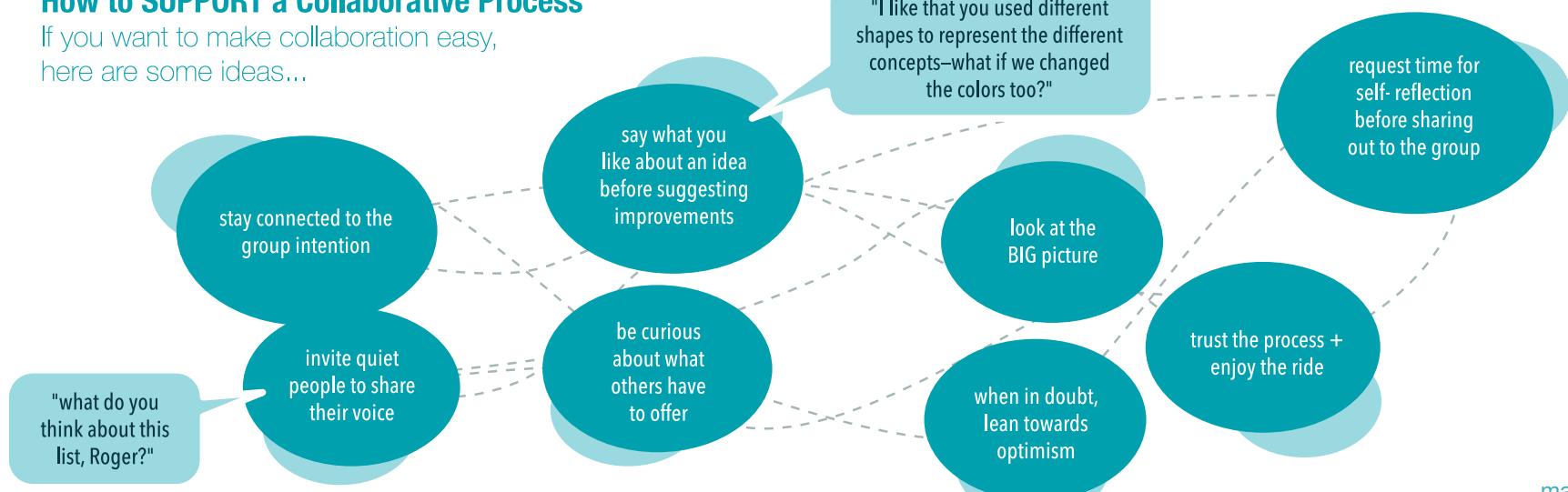
## How to BLOCK a Collaborative Process

If you want to bring collaboration to a halt, any of these suggestions will do...



## How to SUPPORT a Collaborative Process

If you want to make collaboration easy, here are some ideas...



*Unlike other urban centers,  
Which mold and shape new settlers,*

*L.A. allows for invention.  
It does not get stuck in convention.*

*It is a place to come and be who you are,  
Be what you'll be and you may go quite far.*

*Or you may not, for no one knows for sure.  
But if its freedom you need, L.A. is the cure.*

*L.A.'s strength is its extreme diversity,  
For some this might seem more like perversity.*

*But actually it is something quite different.  
It is people finding their way with a creative spirit.*

*We do not take ourselves too seriously  
Because we welcome those who think and act differently.*

*So love us or hate us, that is your call.  
We are who we are and love one and all.*

---

Lisa Snow MacDonald, snowinla@yahoo.com

Lisa enjoys understanding why we do what we do when we often are not aware of what is really driving our actions.

---



“Never doubt that  
a small group of  
thoughtful, committed  
citizens can change  
the world; indeed, it's  
the only thing that  
ever has.”

— MARGARET MEAD

# A FACILITATOR'S GUIDE TO RUNNING A REBOOT LAB

EDIT-ing the future: making the world work for 100% of humanity

**Buckminster Fuller challenged the world to create solutions that would "make the world work for 100% of humanity, in the shortest possible time, through spontaneous cooperation, without ecological offense or the disadvantage of anyone." Such a challenge cannot be accomplished by one single individual. It requires everyone to collaborate and generate solutions collectively. The ideas that you create are just as valuable as the ideas that anyone else creates. Changing the world on a road towards more sustainability starts in little bits and with small steps. That means that anyone can start crafting the future.**

**But how do you do that?** How are tangible solutions generated in a boardroom?

How are they created in your organization? How are solutions created in the classroom? By following the 4 steps of the EDIT process, you too can craft the solutions that can change the world. The complete manual will eventually provide you with a description of the 4 steps, it will have clear instructions on how to run a collaborative session and will give you some tools that will help you build and prototype the solutions.

In this first installment you will find an extensive description of the first step 'Empathy'. The three other steps will be published in the next three books, which will document Reboot Stories in other cities around the world.

## WHAT DO YOU NEED?

You will need enough working stations so that a maximum of 5 people can collaborate on them. Each working station should consist of a table that is covered with butcher paper. You will need permanent markers, post-its, some cards and that's it. (See list below)

### PROP LIST:

- >colored sharpies: many colors, minimum 1 per participant
- >white board or black board
- >white board markers or chalk (many colors)
- >butcher paper to cover tables twice
- >A5 cards (3x as many as participants)
- >A4 paper (2x as many as participants)

## STEP 1:

# empathy

In the first step of a Reboot Stories participants are challenged to open their minds and think about the complexities at work in society today. By tapping into the collective intelligence of the group, the spirit of the time can be sensed and possible future directions can be identified. To be able to tap into the collective intelligence of the group, the participants should listen attentively to each other and speak with intention. The first exercise of this step is designed to teach them how to do just that.

## HOW LONG DOES IT TAKE?

The EDIT process follows 4 easy steps: [Empathy](#), [Define](#), [Ideate](#) and [Test](#). You can spend as much time as you want. But it is recommended that you spend at least 3 hours on the full E.D.I.T exercise: 90 minutes for the empathy phase, 15 minutes for the define phase, 30 minutes to ideate and 15 minutes for the presentations (test phases). In the description of the process these times are used, but you can extend or shorten the steps to how you see fit.

## EXERCISE ONE: ATTENTIVE LISTENING

### *Preparations*

For this exercise you need to divide the participants into pairs. Each pair will have two rounds of conversation of 7 minutes each. In the first round participant A is listening and participant B is talking. In the second round the roles are swapped: participant B is listening and participant A is talking.

Define a question that starts with 'why' Examples: 'why are you here today?'; 'why do you want to change the world?'; etc.



why do you  
want to change  
the world?

### *Script (you can use this wording in your instruction to the group)*

You are going to have a short conversation about this question. The goal of the conversation is to listen attentively and to speak with intention. When you are listening you are only allowed to ask this one question. Do not change the question, do not respond

to the other person, do not ask follow-up questions. Simply repeat this one question 5 times. When you are talking, the only thing that you need to do, is to answer this question 5 times. When you do, try to dig deep within yourself to find your deepest motivation. Think about your answers, you don't have to respond instantly, take this opportunity and take the time to discover your personal reasons why [the problem matters to you].

You have 7 minutes for a first round. At the end of the round the person who is listening will write down the reason that he or she thinks is the real reason why the other person is here. After the answer to the question is written down, the roles are swapped.

### *Process (total time: 20 minutes)*

Explain the exercise and ask the question [repeat 3 times]

Do the first round of exercise. [7 mins, let the participants know when they're half way and when there is 1 minute left.]

Very briefly, instruct the listener to write down the answer and give listener time to write down answer. [1 min]

Do the second round of the exercise [7 mins, let the participants know when

they're half way and when there is 1 minute left.]

Very briefly, instruct the listener to write down the answer and give listener time to write down the answer. [1 min]

Reflect on the exercise by asking "what did you experience?" [2.5 mins]

### *Reflection*

When reflecting on the exercise, you can say that it is very difficult to listen and that it feels awkward not to respond to the answer that someone gave you, because we are trained to give instant judgment calls and give our opinion on everything. But by not reacting and by sticking to the question, you give the other person the time and space to find his or her deep motivation. It might have felt very awkward to answer the same question 5 times. But by doing that, you were able to find your deeper motivations. The first answer usually is the socially acceptable answer that comes from the top of your mind.

By digging deeper, you allow yourself to truly feel why it is important. And because a safe environment was created with your partner, you were able to reach that level of understanding.

## EXERCISE TWO: WORLD CAFÉ

### Preparations

For this exercise you need to divide the group into smaller groups of 5 participants. Sit them around a small table that is covered with butcher paper. Make sure that there are enough permanent markers for each participant at the table. Make sure that the markers have different colors. Write on top of each piece of butcher paper the words: World Café. Write the principles of the World Café (see further) on a separate sheet of paper, big enough so the entire room can see them all throughout the exercise (flip chart size usually works best). Have sheets of paper (flip chart size) on hand, to write down the 3 questions so that everyone can read them while they are talking together. Have something available that makes a loud sound that will help you to quiet down the room in mid conversation. A bell usually works best.

At the end of the process, put up the butcher paper on the walls of your space, so that the collective intelligence is always visible for people to go back to in the following steps of the EDIT process.

Before the workshop starts, define 3 separate questions on the theme of your design process: one on a personal

level (individual), one on a social level (between people) and one on a societal level (the entire world).

### *Script (you can use this wording in your instruction to the group):*

In the next exercise of our process we are going to tap into the collective intelligence of the group. We will share ideas on the future of our society collaboratively and we will cross-pollinate ideas in the process. We are doing this with a method called World Café. To be able to get our collective intelligence to the surface we need to listen attentively and speak intentionally, just like we learned a minute ago.

These are the principles of the exercise:

- > Focus on what matters
- > Contribute your thinking
- > Listen to understand and connect ideas
- > Listen together for patterns, insights and deeper questions

We will be talking together about three different questions in the small groups that you are sitting in right now. In between the questions we will switch places so that you get to talk to as many different people as possible and so that we have the maximum amount of

cross-pollination. That means that at the end of the 3 rounds you will not be sitting at the table you are sitting right now. So, please put away all of your personal belongings, you won't need them in this exercise and clear the tables of laptops, ipads, phones and personal note pads. You will not need those either.

Before I am giving you the first question, we first need to select a table host for each table. The table host is the one person that remains seated after each round of conversation. He or she will provide a briefing of the previous group's conversation to the new participants at that table so all the ideas are carried forward to the next group. However, it is not his or her responsibility to summarize a round of conversation. You are all responsible together to make sure that the table host can share ideas with his or her new table guests. Start now.

Select your table host for the first round now.

[announce each table host to the entire group, and continue with the following script]

Now that we have selected a table host for each table, I'm going to give you the first question for our World Café. [write down the question and announce it to the group].

Take the first few minutes of this round to think about this question for yourself and then share your experience with the group at your table. Everyone take a marker in your hand now. Take the top off and be ready to write, doodle, draw and visualize your thinking on the butcher paper right in front of you. There really is only one mistake that you can make in this exercise and that is if you are not writing anything down. So, be ready to make your thinking explicit on the table and share your experiences with your table guests. Start now.

[announce 10 minutes left mark, 5 minutes left mark, last minute mark, sound the bell at the 0 minute mark]

Everyone please put your markers down, stop writing and stop talking. I would now like to invite the table hosts to remain seated where they are, and everyone else to get up and find a new table and new people to talk to.

[the first round of this process usually takes a little longer than after the following rounds. the timing of the process takes this into consideration.]

Okay, everyone found a new table and new people to talk to? Great. We will now enter the second round of our World Café. For this round I am going to give you a new question. But before I give you

that second question I would like to tell you how we are going to run this second round of the World Café. Table hosts, when we begin this next round, please use the first few minutes to reflect on what you have been talking about in the previous round. Share insights, share the deeper questions that emerged and share the patterns that you as a collective have identified. You are now no longer a table host, but rather a reporter of what happened in the previous round. That means that we have to select a new table host for this round. Please select one now.

[announce each table host to the entire group, and continue with the following script]

Now that we have selected new table hosts for each table, I'm going to give you the second question for our World Café.

[write down the question and announce it to the group, explain how this question relates to the question of the previous round(s).]

Take the first few minutes of this round to reflect on the previous round and then start sharing your experiences and ideas on the second question. Everyone take a marker in your hand again. Take the top off and be ready to write, doodle, draw and visualize your thinking on the

butcher paper right in front of you. Have fun.

[repeat process as in first round until you wrap the third round. Then follow the following script]

Everyone please put your markers down, stop writing and stop talking. We have now talked about three different questions on three different levels [explain how all the questions relate to each other]. The collective wisdom of our collective is now visualized right in front of you on the butcher paper. I would like to invite everyone to stand up and look down on what is written right in front of you. You are looking through three levels of complexity, three rounds of questions and the shared insights from at least 15 people [adjust number according to amount of participants]. Your final task is to pick the [fill in amount] insights that are most important on your table. This doesn't have to be perfect, I am not asking for a summary, I'm inviting you to pick the [fill in amount] things that you as a group feel are most important. Write those insights down on these [fill in amount] sheets of paper, one insight per paper. You have [fill in time] to pick your [fill in amount]. If you have selected your [fill in amount] insights, then please sit down, so that we can see when you've all picked your insights.

[have the groups write their insights down, then share what each group has written and put the sheets on the butcher paper]

Thank you very much for sharing your thoughts and ideas on this topic. We are going to have a short break, and when we return, we are going to take the next step in the EDIT process. We will work towards defining a design question for our challenge.

**Process (total time: 67 minutes):**

Explain the exercise and have tables select table hosts. [1 min]

Give the first question and instruct to write and draw.

First round of World Café. [15 mins]

Change tables. [1 min]

Give the second question and remind to write and draw.

Second round of the World Café. [15 mins]

Change tables. [1 min]

Give the third question and remind to write and draw.

Third round of the World Café. [15 mins]

Tell everyone to stop writing and instruct for insights.

Have the groups write down x-amount of insights. [7 mins]

Depending on group size, share insights and reflect on process with all. [10 mins]

### Reflection

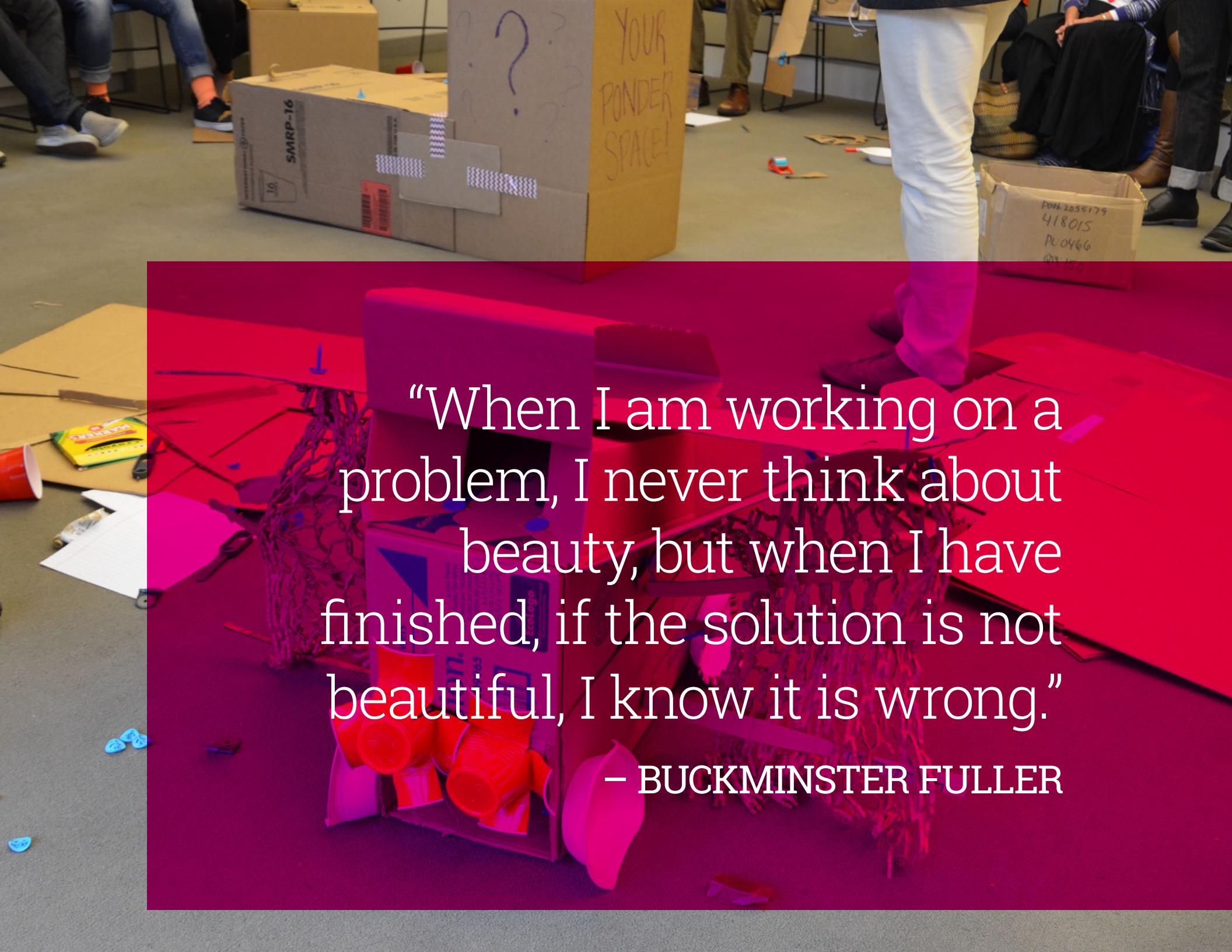
When reflecting on the process you can say that the goal was to cross pollinate ideas and that that was accomplished because you had people rotate during the rounds. People might have felt that they had to step out of very engaging conversations, but the purpose was to take that energy with you to a next table and infect each other with collaborative thinking. Although all the ideas were written down, a new group of people used those ingredients as a starting point for their conversations. Each participant, of course, also took the ideas with him to the next table but inside their minds.

This process builds a collective intelligence that is not only shared with everyone, but is felt and embodied within each individual.

---

Jörgen van der Sloot develops creative thinking strategies. He is co-founder of Freedom-Lab Future Studies and lead developer of its ThinkLab methodology.

---



“When I am working on a problem, I never think about beauty, but when I have finished, if the solution is not beautiful, I know it is wrong.”

– BUCKMINSTER FULLER

PARTICIPANTS' VOICES





# A YOUNG PERSON'S EXPERIENCE

**On the days leading up to the Reboot Lab, and even on that morning, I was not entirely sure what I was entering. It is described as a "living think-and-do event," a "think tank meets social hackathon," but even with these explanations I could not have anticipated what the Reboot Lab would be for me.**

**What I experienced was a complete change in perspective** triggered by the enriching and engaging environment I was presented. The people involved were not only inspiring, but inspired. People from all different sectors of life had come together to help each other, themselves (albeit unknowingly), and the city of Los Angeles. Strong connections were formed and powerful ideas were allowed to blossom due to the rich, welcoming atmosphere.

As a teenager, my opinions, when voiced to anyone older than me, are usually taken with a grain of salt. I am also subject to some skepticism due to my race and gender. At the reboot lab however, all interpersonal differences were forgotten, and people were stripped down to a bare mind. Meaningful conversations were omnipresent and welcome to everyone. Jorgen and Lance facilitated a structure for the day, which was intensive and maintained the flow of creativity, while still being forgiving enough for the easily distracted young brain to remain engaged. There were equal opportunities for me to listen and learn from all, and speak and edify them on my experience. I was taken out of my

mind and forced to have an expanded point of view. I was able to give people a youth point of view, a Latin American point of view, a female point of view, and my own personal combination of these. The great thing was, they appreciated it and kept it in consideration. We all had an increased awareness of the people we share a city with. Everyone was engrossed in what others had to say and the development of ideas from the beginning to the end of the day was remarkable.

Some of the issues discussed were maintaining diversity while encouraging community pride and unity, uniting and empowering fragmented groups, developing a "smart kit" to improve computer based education, and many more. Everyone was allowed to be a visionary, brimming with imagination and designs for a better future for all of L.A. The Reboot Lab encouraged abstract ideas while giving people the motivation and the tools to turn it into a reality.

---

Xochitl, is a teenager supporting the ascent of more inspiring voices from my generation. I am constantly striving to learn more and share what I learn.

---

# MAPPING OUR PERCEPTEBLE FUTURE HORIZONS

What is the future made of?

**There are some futures that our minds work to predict without us consciously knowing that we're doing it. Like when we reach for the cup of coffee on the table, or the small imperceptible adjustments we make while driving. These action scenarios are triggered to achieve a desired result although the actions themselves are unnoticeable to our conscious mind. Our minds are constantly making maps of our environment, maps of ideas, maps of language. It is constantly computing trajectories and outcomes of complex system, updated and evolved moment by moment - a multitude of calculations, made quickly, subconsciously and intuitively.**

**Then, there are the futures that operate** within the sphere of conscious awareness. Things like schedules for the coming week, how long will it take to get from point A to point B etc. We use our knowledge and senses to project what futures are likely to happen and when. Using these conceptual and symbolic 'maps', we can start making informed choices based on the insights and intelligence we derive. There's a level of certainty which we have about what futures are likely to happen. In turn that knowledge builds up and informs our capacity to predict optimal trajectories in other future scenarios, which can

optimize our planning capacity for future actions and outcomes.

Somewhere between these conscious futures and the complexity of macro-futures, so complex that they're difficult to predict or project, lies our perceptible future horizon.

Oftentimes the conversation is a territory which is always changing – it's pretty difficult to imagine futures, especially without a map or a model! How can we know where we'd like to go? How do we coordinate? How can we understand if we're getting closer or further away from where we want to be?

By enhancing our awareness of micro- and macro-futures, we can open up the future horizon for creative and reflective thinking. To do this, we need to enhance our methods to make possible micro- and macro-futures more observable.

– JARNO KOPONEN

Metamapping conversations is not just about documentation and posterity – it is an active process which works alongside processes like this book's co-design model EDIT and it can help bootstrap futures into realities. In the process of imagining, you are given the opportunity to watch futures unfold in front of you – and then to have the option to choose. Each thread of a conversation branches into a possibility space that can be

pushed and explored in more depth. The map is a conversation of ideas and a birthplace of possibilities. These conversations are narratives. The stories we live by shape our reality. Through the act of creating stories together, of mapping hitherto unknown territories and further, we are collectively imagining how we can bring these futures into becoming!

During Reboot Labs, we used Metamaps.cc as an interface to help us open up our future horizon can enhance our perception of possible futures - a way to extend our conceptual sight, as individuals and collectively.

Using Metamaps.cc as a process and a platform, we continue to experiment with our collective intelligence, scale our abilities to sensemake the complex

issues that face us today, and expand our perceptible future horizons together. Through design thinking, creative conversation and playful knowledge generation games, we explore how to critically map, model and evaluate complex systems and step closer to taking ideas into action.

Using these metamaps of adjacent possible futures, we can steer ourselves to the futures that we desire.

---

Ishan Shapiro @notthisbody  
Co-founder, Metamaps.cc

Ishan Shapiro creates at the intersection of art, storytelling and technology. He is co-founder of Metamaps.cc, a commons-based collective intelligence platform, and Notthisbody, a distributed laboratory for future fields of inquiry.

---



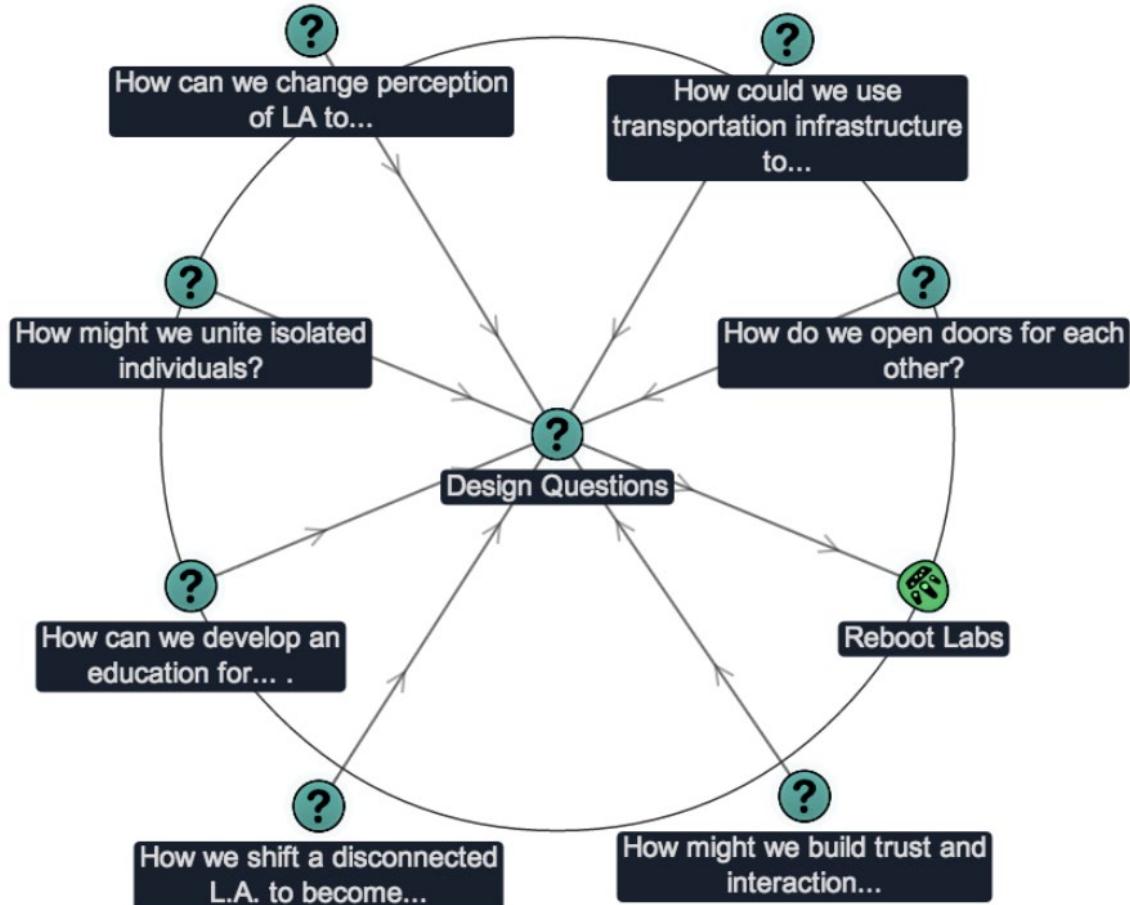
# EVOLVING CONCEPTS AT DIY DAYS

Or how we opened the process to challenge our first ideas

After our Reboot Lab on Friday, we had a larger group attending DIY Days. We shared our first results and invited everyone to comment, hack and develop our first ideas. That happened in several workshops with kids and adults. This map (follow link to map to see more) shows the results of a 4-hour workshop that addressed central design questions from the day before.

Bridging improvisational techniques with storytelling, game dynamics, and sense-making, we captured the evolving conversation as ideas took form and shape.

The results were then utilized during the prototyping session the following day.



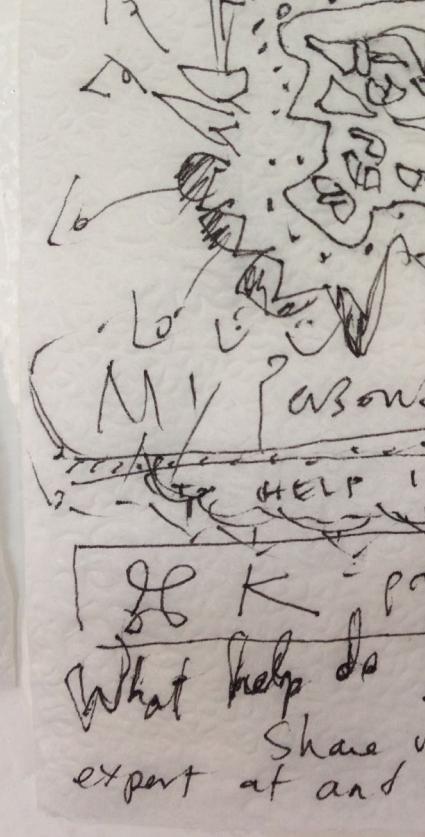
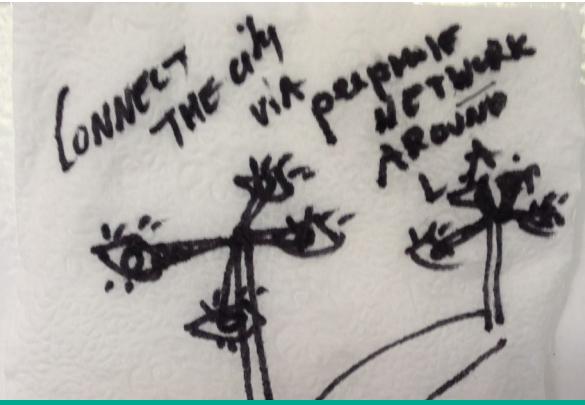
MAP: <http://metamaps.cc/maps/543>

# INCUBATING CIVIC ENGAGEMENT

23 changemakers, 23 ideas on napkins, and 9 of them are now 4 months into their incubation

**We collected ideas and ingredients about the future of L.A. in the form of napkin-scale ideas from all participants.**

**Everyone in the Lab presented their idea and found collaborators** to help them kick it off. One year later, everyone will come together again to see what came of their micro-projects for social good. A few months into the process we checked in and were excited to see that 9 projects are well and truly on their way. We collected their core ideas for you to explore and get in touch to help bringing these possible futures into reality.



MAP: <http://metamaps.co/maps/523>

el Project.  
M Pore L.A. You  
ject.  
[Need ?]  
what you're a semi-  
fied 2 more. Chanc

IDEA BOX  
service  
parties  
make the  
box

CREATE SMALL  
SCALE IMMERSIVE  
EVENTS THAT  
CONSCIOUSLY NURTURE  
A SENSE OF  
COLLECTIVE IDENTITY.

Open Source  
Gaming Template  
to fit educators'  
individual needs  
& make learning  
FUN for kids again!

Strategically  
located  
Community  
Gardens  
representing the  
diversity of L.A.

I like  
learning  
a bus.  
techno-co work space  
& many nature playground

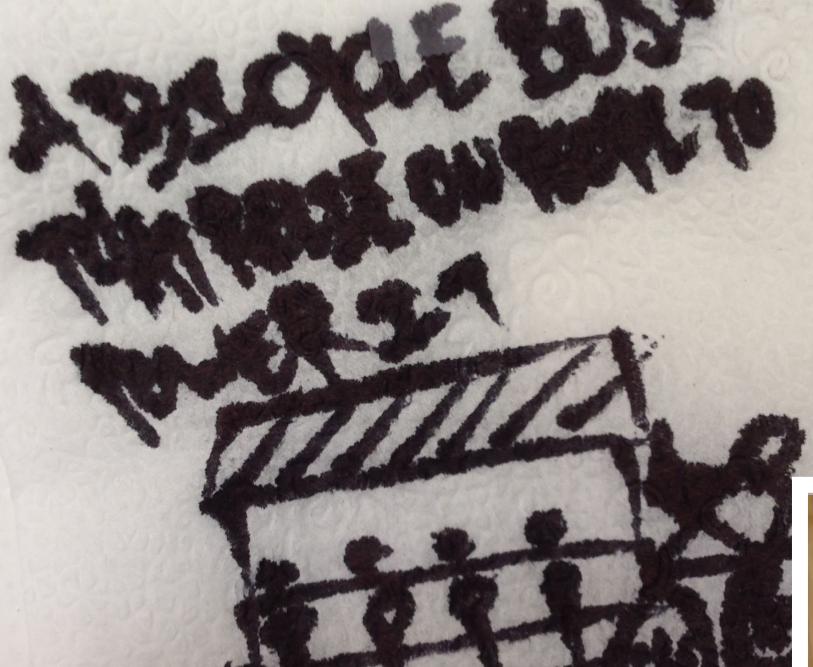
LA ARTERIES

"We can affect our future once citizens, organizations, stakeholders, and policymakers work together towards a more successful Los Angeles – one that empowers everyone and takes full advantage of the region's potential."

SHAUNA NEP, @shaunanep

CULTURE  
RIDE  
LOS ANGELE

Ride the metro, take the bus, your bike, or walk along a cultural exposure route designed to take people out of their cars, out of their comfort zones, and into the future of diverse shops, art, performers, and restaurants for people to explore ~~aspects of old~~ + new points of view and a newfound appreciation of the ~~old~~ array of identities that make up LA and the world.



## **the BUKE** (*a people powered bicycle bus*)

Promoting health and alternative modes of transportation

---

**CATEGORY** Youth design team / creative collaboration / maker culture

**OWNER/TEAM** Youth Design Team: Chamo, Amber, Ivan, John

Adult Design Team: Robert, Gabe, Tony, Magalis

Youth Build Boyle Heights in eastern part of Los Angeles

**CHALLENGE** Going from idea to building an actual working bicycle bus;

**SOLUTION** The BUKE design team is in the process of: 1) prototyping the bike bus; 2) connecting and working with community organizations (cycling groups and local community gardens) to expand the reach of the throughout the community; 3) creating an indiegogo campaign; 4) creating a video that shares the story behind The BUKE; 5) planning for the kickoff event on April 3 at Youth Build Boyle Heights.

**CALL TO ACTION** We are looking for makers, engineers and designers to work with the youth Bike Bus team as advisors and to provide technical support.

---

**CONTACT** **Magalis Martinez**, [magalis@rebootstories.com](mailto:magalis@rebootstories.com)

Magalis is a transmedia producer and founder of The Color of Words, a new media design studio focusing on storytelling for social impact; and Global Impact Designer for Reboot Stories.

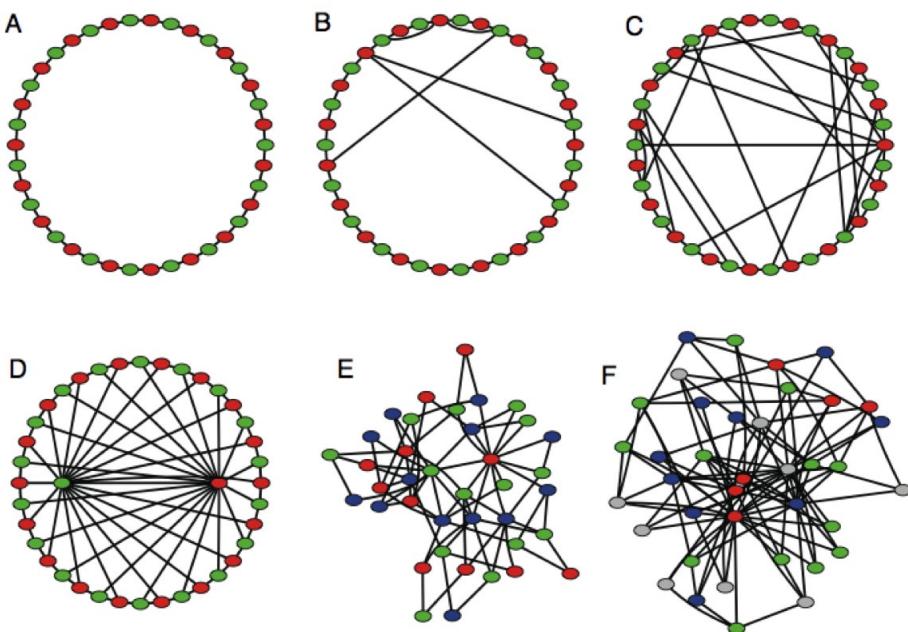
---

# Redefining what being a "neighbor" means

- via game?
- mobile app
- ARG

ILLUSTRATION: Marco Derksen

Creative Commons license <http://www.flickr.com/photos/49503154222@N01/5248843620>



## REDEFINING "NEIGHBORS" – a mobile game/app

CATEGORY	Social Connectedness
CHALLENGES	What does being a neighbor mean? It's more than just living near other people. Being a neighbor should also mean taking responsibility for the welfare of others in the community, and even those outside of ones own narrowly defined neighborhood, extending to others in the city.
SOLUTION	<p>Our team proposed the development of a locally-focused mobile game or app that would facilitate connections between neighbors, helping them get to know each other and the city in more depth. The game could have different types of features such as:</p> <ul style="list-style-type: none"><li>&gt; Challenge-based – each game session would involve carrying out a challenge that would bring the player in contact with their neighbors, such as bringing them home-baked cookies or borrowing a cup of sugar, with a photo required to post as evidence to get points.</li><li>&gt; Location-based – a "scavenger hunt" would lead players around their neighborhood, and into other areas of the city, with different clues coming from QR codes or location-aware game features</li><li>&gt; Transmedia-based – a story-connected adventure that blends the real world with a narrative spread across multiple platforms, in which the players can influence the decision points of the story through their actions, and/or contribute to the story itself through media they create related to the theme</li><li>&gt; Potential partners for this product include services like Nextdoor.com, local neighborhood watch programs, community centers, LA2050, GOOD Maker, or a baking/sugar company (for the "borrowing a cup of sugar" metaphor).</li></ul> <p>Development could also happen through an event like a hackathon or a Girl Scout game design badge program.</p>
CONTACT	<p>Nedra Weinreich, (@Nedra) <a href="mailto:weinreich@social-marketing.com">weinreich@social-marketing.com</a> Nedra helps cause organizations create positive change on health and social issues through social marketing and transmedia storytelling.</p>

IUD FREE

Free IUD + youth mentorship  
Program.

You get a free IUD in exchange  
for becoming a mentor  
or tutor.



## IUFREE

Enabling access to free IUD's in exchange for becoming a youth mentor

CATEGORY	Medical Care, Mentoring
OWNER/TEAM	Atley Loughridge, Xochitl Silva, Philia Beroud, Lisa MacDonald, Stephanie McCanles, Alice Lin, Nina Beckhardt, Melissa Tong, Sammantha Ahrens, Barbara Carter, Sarah Henry, Magalis Martinez
CHALLENGE	This thought came out of the question posed by our Reboot Lab guides: "how can you help to reboot humanity today?" I looked at this picture of the world from afar and thought of all the children without enough support. A line from a foster youth in the Reboot Lab came to mind. She had said, "My parents treated me like an accessory. Like a gift that could be passed around. Not like a person. What were they thinking?" and she repeated herself with more fervor, "I mean really, what were they thinking??"  And I thought, "they weren't."  I also thought that this was maybe where I could help with the rebooting humanity bit - in the area of reproductive choice.
CALL TO ACTION	Our collaborative storytelling events are open to all genders and ages 12+ and very generally focused on the topic of reproductive choice. If you'd like to take part, email me!

## SOLUTION

The experience of having an unplanned pregnancy seems pretty common, and I myself am no stranger to it. I can attest to how quickly a young mind will think, against all odds, "I will go to bat for this child even if no one else agrees with me."

Easier said than done. Fortunately, I did not have to bring an unplanned for child into the world or have an abortion. But the sadness I felt after my "best case scenario" came to pass, miscarrying, is inexpressible. I keep it to myself as if I could keep the loss, clinging to a tiny ghost I've only met in dreams. I look back and think, why are women everywhere still struggling with these things? It's 2014. We are beyond it. Why do the political arguments about women's choice today focus on abortion? No one wants an abortion. If that is what is called a "choice," it is between bad and worse. Let's set our sights more upstream, on better birth control.

Ok so IUfree. This working title is a spin on "IUD," which stands for intrauterine device - a form of birth control. Why do I think this is the best? Well it can be inserted for up to 10 years. So the woman only has to think about it twice - upon insertion and removal. For those of you who value "headspace," compare having to think about something twice in a decade to having to think about it 3,650 times, once a day for birth control pills, or every time with condoms. Then think about all the worrying that overwhelms the mind if you miss a pill or something goes wrong. These are prehistoric limbic alerts, and they are endless. Only having to think of the IUD twice a decade is much better for headspace and provides a feeling of being in the driver's seat of your own life. It frees the mind to focus on personal growth, education, career, dreams... this to me is invaluable, especially in your teens and 20's.

Another nice thing is that this is a hormone free option. Hormonal birth control prevents ovulation by simulating the signals of pregnancy. Many women report that this also makes them feel crazy. There is also a lot of data suggesting that hormones leak out of septic systems and mutate amphibians. For all these reasons, the hormone-free and largely worry-free IUD is a better option for reproductive choice.

There are challenges too. In the US, the IUD and insertion fee can amount to around \$2,000 plus annual OBGYN checkups. Insurance covers most of this, but the uninsured face a sizable financial barrier to entry. So one of the goals is to understand the nature of this barrier and how best to overcome it.

There is also the challenge of perception. In the US, the IUD has a bum rap from 60's horror stories, misunderstandings and myths. It also competes with big drug companies that claim birth control pills enlarge breasts, trim waistlines, and clear skin. Our group wants to rebrand the IUD with real world stories from our mentorship network.

The true need for the mentorship network comes from the deeper "why" behind the project. Our group agrees that we want to nurture the life already in this world and the new life we bring into it. If you yearn for kids, it can be sad to wait. Being a mentor helps to fill the void while supporting youth in need.

There are still many challenges to overcome. IUD's do not protect against STD's and there can be complications, reinforcing the need to effectively partner with reputable medical care. Additionally, mentors and mentees need a degree of training and support to ensure the relationship is mutually beneficial.

IUfree has a long way to go. We'll begin with a series of educational collaborative storytelling events to develop the concept and the mentorship network. These events will be open to all genders and ages 12+ and very generally focused on the topic of reproductive choice. I've created a bit of a logo idea here - an IUD sewn into a square of my grandmother's quilt. I'm thinking that the IUfree circles might design and sew their stories into quilts, which could travel in exhibitions. Along the way, we will find a medical partner and path to financing our participant's reproductive choice.

## CONTACT

---

**Atley Loughridge**, [atley@rebootstories.com](mailto:atley@rebootstories.com)

Atley is a co-founder of Reboot Stories and Connected Sparks, author of the Lyka's Adventure books with Penguin, and a writer/ACD for David Cronenberg retrospective BODY/MIND/CHANGE.

---

## DOOZY – formerly known as Wiz! Games Co

**CATEGORY** Games, Health, Education

**OWNER/TEAM** Scott Fairbanks, Petey Routhahn, Catherine Uong

**CHALLENGE** American kids currently spend over 7 hours a day with a screen, and almost 50% of US schools have reduced PE time since 2001 ([goo.gl/WNztZy](http://goo.gl/WNztZy)). However, both increased screen time and reduced physical activity hinder student learning as studies show that physical fitness improves memorization as well as overall academic performance ([goo.gl/wffZCg](http://goo.gl/wffZCg), [goo.gl/DQNukd](http://goo.gl/DQNukd)).

While the rise of digital gamification proves games are an effective learning tool, it also contributes to the problem by increasing average screen time. This juxtaposition creates space for a game product that engages players in a new and unique way, while still contributing to broad personal development goals or specific learning metrics.

An emerging analog trend and increasing desire for tactile experiences with face-to-face interaction narrows the opportunity; the gap we seek to fill is a product that gets players off the couch, consistently engaged with each other, and is modular to meet a wide range of needs.

**SOLUTION** Doozy, formerly known as Wiz!, is a modular, life-sized board game that improves physical, socioemotional, and cognitive health for players ages 8 and up. The game captures the positive benefits of free play such as better focus and behavior in groups, and it intentionally diverges from the technology trend to encourage players and facilitators to step away from screens and engage with each other in real time. Doozy is a completely new form of game, positioned between the board games of the past and the evolving modular playground industry.

Doozy's gameplay is a cross between the colored-path aspect of Candyland and card-driven activities in Cranium. Before beginning, players build the board out of plate-sized spaces in any closed shape they choose, with any color pattern. On each turn players roll the die, move to the next space of that color, then draw a card and complete it with the help of the group.

Each card fosters physical activity, personal interaction, or a quirky combination of both. When a card prompts players to find a natural item (like a rock or leaf) and then explain to the judge why it's better than the others, kids are dashing around, sifting through the dirt, and increasing physical output and appreciation for nature. While that card aims to increase environmental awareness, other cards are designed to target empathy, egalitarian values, and liking between players in general. For example, studies show that strangers report higher liking after gazing into each other's eyes for several minutes, so we recreate this phenomenon by asking players to engage in staring contests. Though subtle, such nuances will garner long term psychological effects with an immeasurable impact on players' relationships and worldviews further down the line.

We are currently beta testing and in the past few months we have worked with organizations including the Boys & Girls Club, Come Out & Play SF, and DIY Girls among others. These sessions both advance our mission as well as provide opportunities for co-creation, and we've incorporated many player-created cards and lessons-learned into our current design. In early 2014 we have planned tests with Playworks, Skirball Cultural Center, and USC Troy Camp to name a few. In addition to simply playing the game, we have also hosted events with local Los Angeles schools where players make their own version of Doozy from sustainable materials and modify it prior to playing. This extended interaction creates greater connection through feelings of ownership over the game and also democratizes our design.





## CALL TO ACTION

Doozy's gameplay is a cross between the colored-path aspect of Candyland and card-driven activities in Cranium. Before beginning, players build the board out of plate-sized spaces in any closed shape they choose, with any color pattern. On each turn players roll the die, move to the next space of that color, then draw a card and complete it with the help of the group.

Each card fosters physical activity, personal interaction, or a quirky combination of both. When a card prompts players to find a natural item (like a rock or leaf) and then explain to the judge why it's better than the others, kids are dashing around, sifting through the dirt, and increasing physical output and appreciation for nature. While that card aims to increase environmental awareness, other cards are designed to target empathy, egalitarian values, and liking between players in general. For example, studies show that strangers report higher liking after gazing into each other's eyes for several minutes, so we recreate this phenomenon by asking players to engage in staring contests. Though subtle, such nuances will garner long term psychological effects with an immeasurable impact on players' relationships and worldviews further down the line.

We are currently beta testing and in the past few months we have worked with organizations including the Boys & Girls Club, Come Out & Play SF, and DIY Girls among others. These sessions both advance our mission as well as provide opportunities for co-creation, and we've incorporated many player-created cards and lessons-learned into our current design. In early 2014 we have planned tests with Playworks, Skirball Cultural Center, and USC Troy Camp to name a few. In addition to simply playing the game, we have also hosted events with local Los Angeles schools where players make their own version of Doozy from sustainable materials and modify it prior to playing. This extended interaction creates greater connection through feelings of ownership over the game and also democratizes our design.

## CONTACT

---

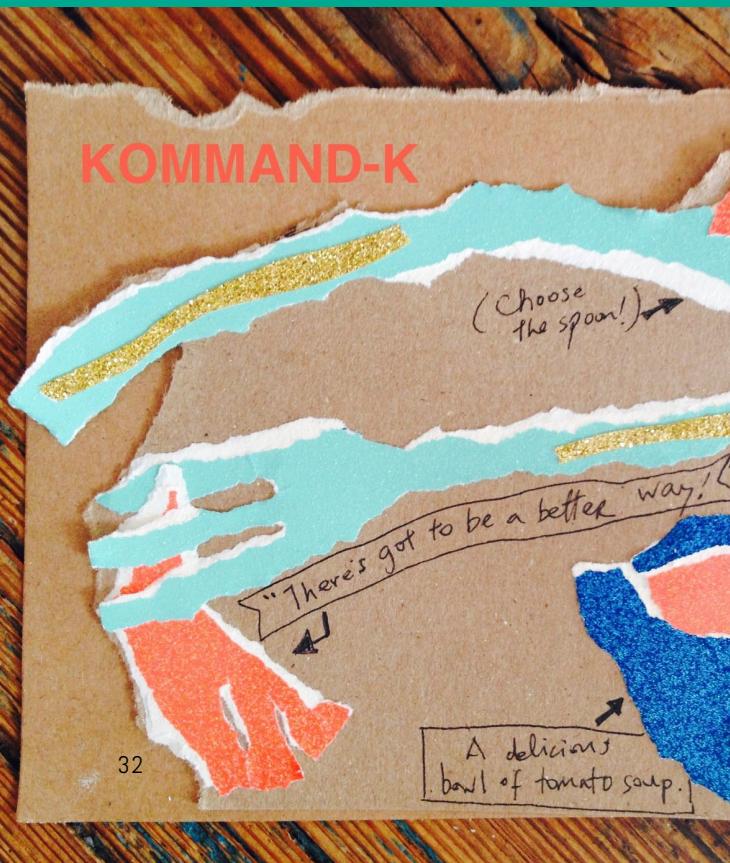
**Catherine Uong**, [catherine@doozygame.com](mailto:catherine@doozygame.com)

Catherine is a senior at USC with extensive community-building experience with Net Impact, GOOD, TEDxTrousdale, Dev Bootcamp, and USC EdMonth.

---



**PHOTO ABOVE:** A recent Sunday afternoon #kommandk session with asahi, turnips, chocolate and friends!



## KOMMAND-K

Getting efficient with the machine

**CATEGORY** Learning / Community

**OWNER/TEAM** Alice Lin

**CHALLENGES** Days like this, you would be spending with people you love, doing things you love, feeling your soul sing, soar maybe, or just feeding friends and family with some stuff you cooked up. I believe this, but these days, m-t-w-r-f-s-s and again and again, there are gmals to write, articles to read and 50 tabs open because of the infinite possibilities of the internet. It's a love-hate thing, but we need our machines and our machines feed us.

So let's stop fighting and get in touch. Let's travel our apps with joyful efficiency. Let's learn some shortcuts and put some dance back into our keyboard step. And let's always, always invite humans we love to join us on our learning quest!

**SOLUTION** Kommand-K derives its name from the shortcut for adding links in gmail and google docs. Try it!

Here are the three acts to Kommand-K (version 1.0):

1. Ask the Internet. Take an hour or five to learn shortcuts for gmail, chrome, mac/pc and anything else you do on your computer on a regular basis. (Just Google '\_\_\_\_\_' shortcuts.)
2. Practice.
3. Share with at least 2 friends with the promise that they must each share with 2 friends once they master the shortcuts

Share your favorite shortcuts or web productivity hacks using the #kommandk hashtag.

It's a bit like handing a spoon to loved ones who have been eating their soup with a fork. That's it! You are on your way to helping to improve the collective web productivity of the world.

**CALL TO ACTION**

Kommand-K 2.0: The wider application of Kommand-K is as a general discovery and learning model. Essential the format is the same 1/If you find yourself wondering how to do something, google it 2/ Practice it to the point where you are a 'semi-expert' or just know way more about that skill/subject than the average person 3/ share what you've learned with at least 2 friends and ask them to pay it forward to 2 others. Learning happens best when it's fun and human.

**CONTACT** Alice Lin, @meatspirit

Alice is from Cleveland but has years of California sunshine in her blood. She's musician, friend and highfiver of @imagination.

# BRINGING AGILE APPROACHES TO URBAN CHALLENGES

What Cities Can Learn from Technology Innovation

## CATEGORY

Urban Renewal / Methodology

## OWNER/TEAM

Kaz Brecher

## CHALLENGE

Mega-cities have mega-challenges, and the traditional approaches to solving these problems take years and often produce results that are outdated by the time they're deployed. We at Curious Catalyst believe it's time to change that.

More than ever, given today's economic climate, companies and communities are feeling enormous pressure to retain a competitive edge by innovating into the future while keeping costs down. And whether we're talking about corporate product development or the way urban development has historically been handled, master planning approaches are no longer the best answer.

## SOLUTION

Agile project management practices have been a highly-effective mainstay in the technology sector but have not yet been broadly applied in other arenas. And, since getting to results more quickly and creating real-time feedback loops are some of the most effective ways to both keep costs in check and produce better products and services for a quickly changing world, we help companies do this by using the best of agile and the increasingly well-known lean start-up methodologies. Using short cycles of discovery, problem definition, ideation, testing and learning, we are rapidly able to uncover areas of opportunity for further investigation

This is not "failing fast" - we know that getting to discovery and data more quickly can only lead to success. We partner with R&D groups, marketing teams, brand and product pioneers, and business development visionaries to facilitate these cycles known as sprints. And, during this process, in addition to drawing from our pool of senior strategists, we engage Subject Matter Expertise, lateral thinkers, and representation from citizen stakeholders. With the right mix of contributors, we can drive breakthrough thinking and develop prototypes for testing ideas within weeks and at a fraction of the cost of most product development or marketing campaigns.

We are committed to spreading agile as an approach to push innovation and to impact the speed required to innovate in our rapidly changing landscape.

To learn more about agile, check out this blog which outlines the basics:

<http://curiouscatalyst.com/blog/2013/6/13/a-primer-on-agile-and-lean-and-getting-past-the-jargon>

## CALL TO ACTION

Consider for yourself: "How can you reframe entrenched urban challenges?"

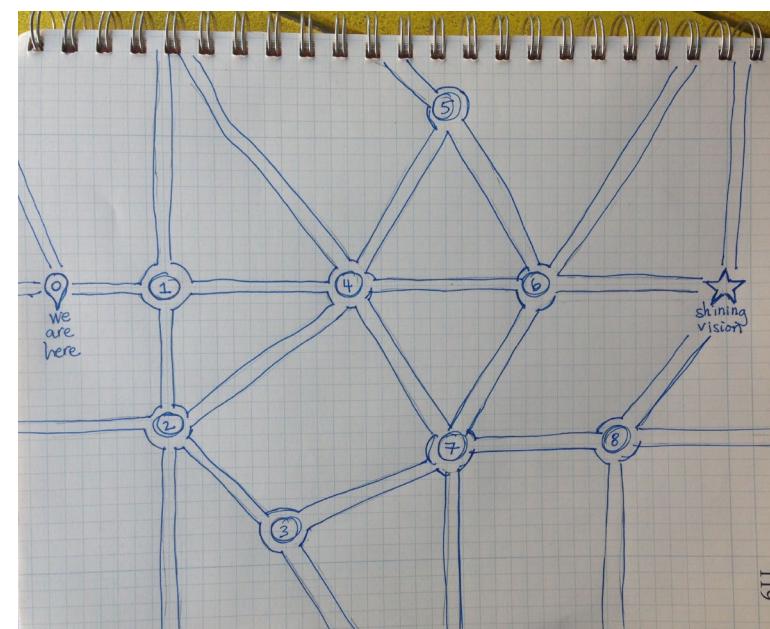
@CuriousCTLYST wants to know.

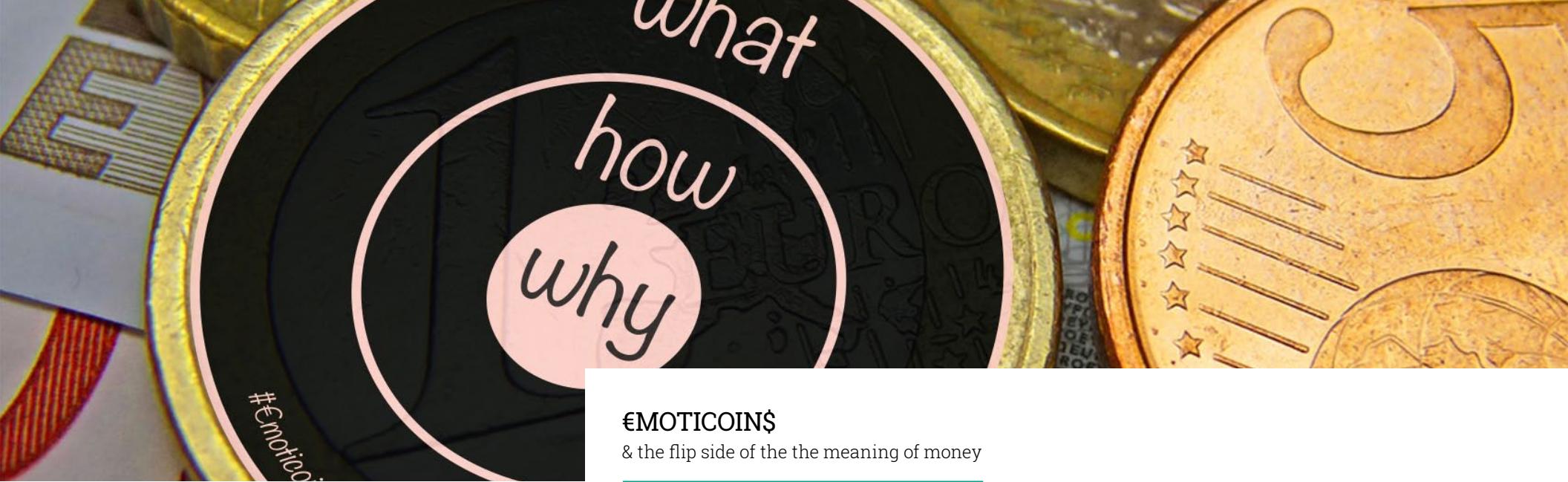
## CONTACT

**Kaz Brecher**, kaz@curiouscatalyst.com @curiousCTLYST

Kaz is the founder of Curious Catalyst, using a broad background in emerging technology and storytelling to change the world.

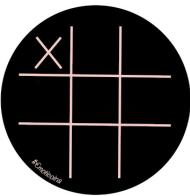
Got an idea?  
The best way to test...  
A primer on bringing  
agile approaches to  
urban challenges --





## €MOTICOIN\$

& the flip side of the the meaning of money



€moticoin\$

### INFO

[www.creazitivity.com](http://www.creazitivity.com)

### CONTACT

Philia Beroud is crazy about creative branding - 1+1=11- flipside perspectives - laughing addiction - wanders around - thinks-ups and pushes furthers - dreams it possible - believes in unicorns

**OWNER/TEAM** Philia Beroud, a Creazitivity initiative

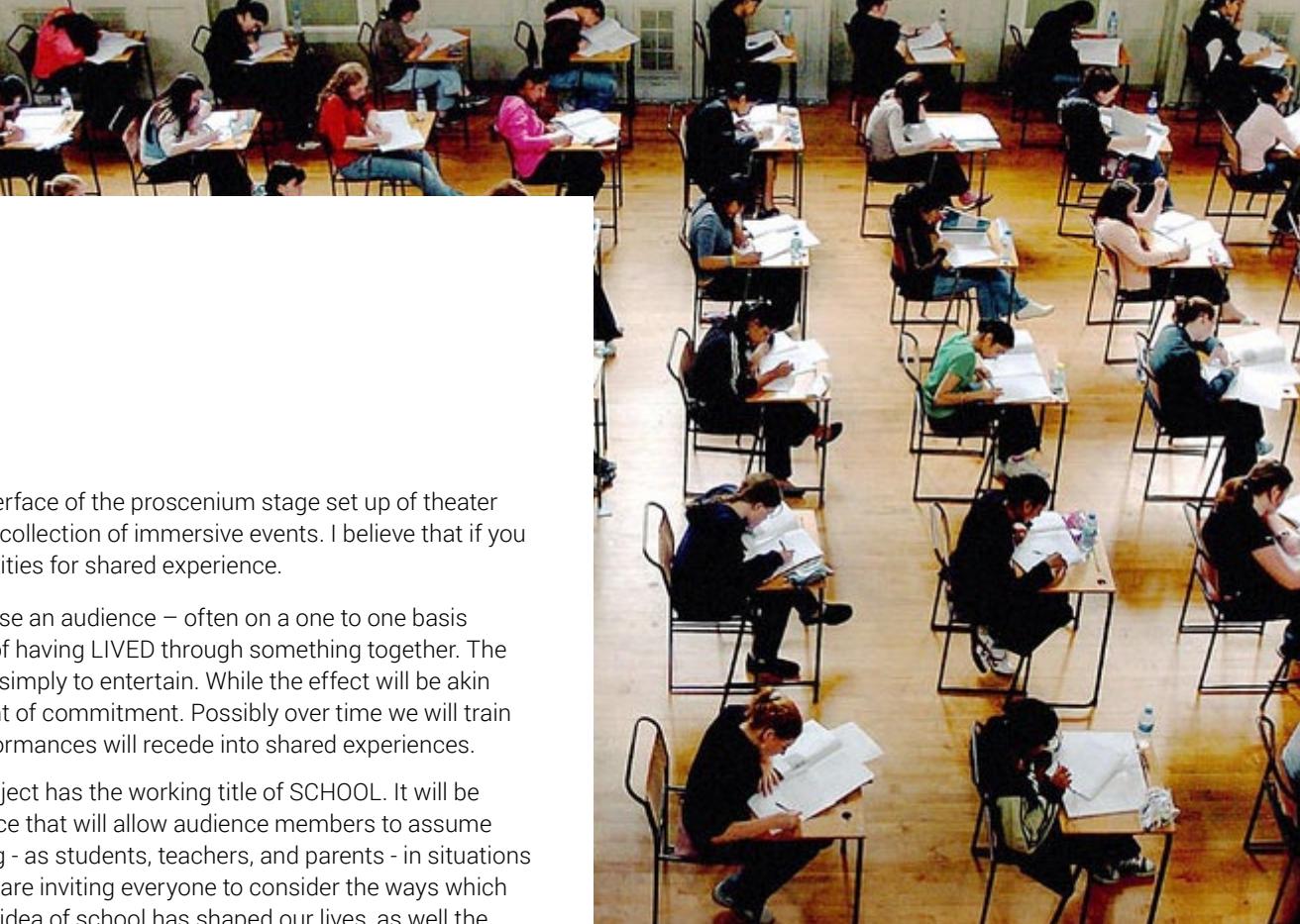
**CHALLENGE** Perspectives on the value for money

**SOLUTION** Money plays such an important role in our life and it travels from hand to hand constantly. We use this characteristic to carry messages to hundreds of people in real life and, as result, to gain presence on the worldwide web to reach many more.

Emoticoins are coins with a creative and emotional expression. This is a creative experiment with the terminology brought to life to create awareness of the flip side of the meaning of money. By bringing to light alternative perspectives, we will broaden the way we look at money to help us rethink our value of money and our economic system.

The messages on coins are series of limited stickers that aim to arouse an emotion; make us laugh, throw it away, play with it, give it away or more generally roll it to a totally new direction we hadn't thought of before.

The #emoticoins on the coins link to a tumblr and twitter page where people can share their thoughts and stories on an open platform. If you like the initiative and have cool ideas for new smart or funny expressions or want to help spread the initiative please make yourself noticeable.



## THE MECHANICAL ORANGE PROJECT

Immersive Performance to Promote Community

**CATEGORY** Performing Arts

**OWNER/TEAM** Stephanie McCanles

**CHALLENGE** Since I have long felt that the fake screen interface of the proscenium stage set up of theater consistently fails L.A. audiences, I propose a collection of immersive events. I believe that if you want community to form, you need opportunities for shared experience.

**SOLUTION** These performances/experiences will immerse an audience – often on a one to one basis with performers – and give them the sense of having LIVED through something together. The attempt is to both delight and connect – not simply to entertain. While the effect will be akin to LARP, it won't require the immense amount of commitment. Possibly over time we will train audiences to be more receptive and the performances will recede into shared experiences.

The first piece by the Mechanical Orange Project has the working title of SCHOOL. It will be an immersive/participatory performance piece that will allow audience members to assume changing roles over the course of the evening - as students, teachers, and parents - in situations that will be, by turns, real and fantastical. We are inviting everyone to consider the ways which our relationship to both the actuality and the idea of school has shaped our lives, as well the political implications of a culture that is driven by standardized testing. We do this by offering the audience members a chance to direct their own experience through a maze of educational contradictions.

We are hoping to mount the first modular piece of this as part of the Los Angeles Fringe Theater Festival. That piece will be STANDARDIZED TEST and will be a participatory performance piece that will process audience members through three distinct kinds of tests (IQ, naturalization, SAT). They will start with an interview/instruction session one on one with a performer. They will move into a general testing room where they will attempt to take a scantron test. This testing session will soon be disrupted by absurdity as various nightmares start to take place in various corners of the room. This is scheduled currently to be mounted in June. We have three person creative team that has started holding workshops. We are currently seeking funding, performers and venue.

**CONTACT**

**Stephanie McCanles**, [stephanie.mccanles@gmail.com](mailto:stephanie.mccanles@gmail.com)

Stephanie is a pie-eyed optimist, a filmmaker, performance baker, risk taker and wordbreaker living in Los Angeles.

## TOGETHER QUEST

CATEGORY creativity / creative collaboration

OWNER/TEAM Nina Beckhardt

CHALLENGE In L.A. there is a massive number of independent creative people who don't have a team to bounce ideas off of in an offline context and who don't have the structure afforded by a regular job with a company/agency/enterprise. There is a whole class of creative independents who constantly have to create their own structure & accountability each day and who are lonely! Coworking provides spaces for people to work near each other but not guaranteed spaces for people to work with. And many can't afford the cost.

SOLUTION To create a platform that allows people to connect with one another with the end goal of getting together in a physical location at a specific agreed upon time in order to work alongside each other to whatever degree of soundboarding/collaboration they desire. On the site each person would post what they're working on, the type of person they'd like to collaborate with, where they live, their working style etc. The platform would then matchmake between people, providing suggested collaborators similar to how dating websites suggest potential matches. There is no expectation that people will hire/pay each other or that you must collaborate with people only within your industry. In fact, you'll be encouraged to work with people outside your industry. This provides pressureless collaboration and accountability – two things that independent creatives crave and that allow them often to do their best work.

CALL TO ACTION If any of the above speaks to you, if you've ever felt alone in your work, please reach out to me via email!

CONTACT [Nina Beckhardt, nbeckhardt@gmail.com](mailto:nbeckhardt@gmail.com)

Nina is passionate about creating connections between people, questioning the status quo, developing brands and inspiring large-scale change in stubborn industries.



Problem: In L.A. there are a number of independent creative people that don't have a team to bounce ideas off of. They are constantly having daily accountability mechanisms. Coworking provide people to work next to, necessarily people to work with - feel they aren't truly - or can't afford them - or near them.

create a platform that allows ppl. to work on and an to soundboard with/with all meet with certain days. - just to provide accountability - to listen to their ideas - expectation of being hired / dating etc...

ICON: The Noun Project



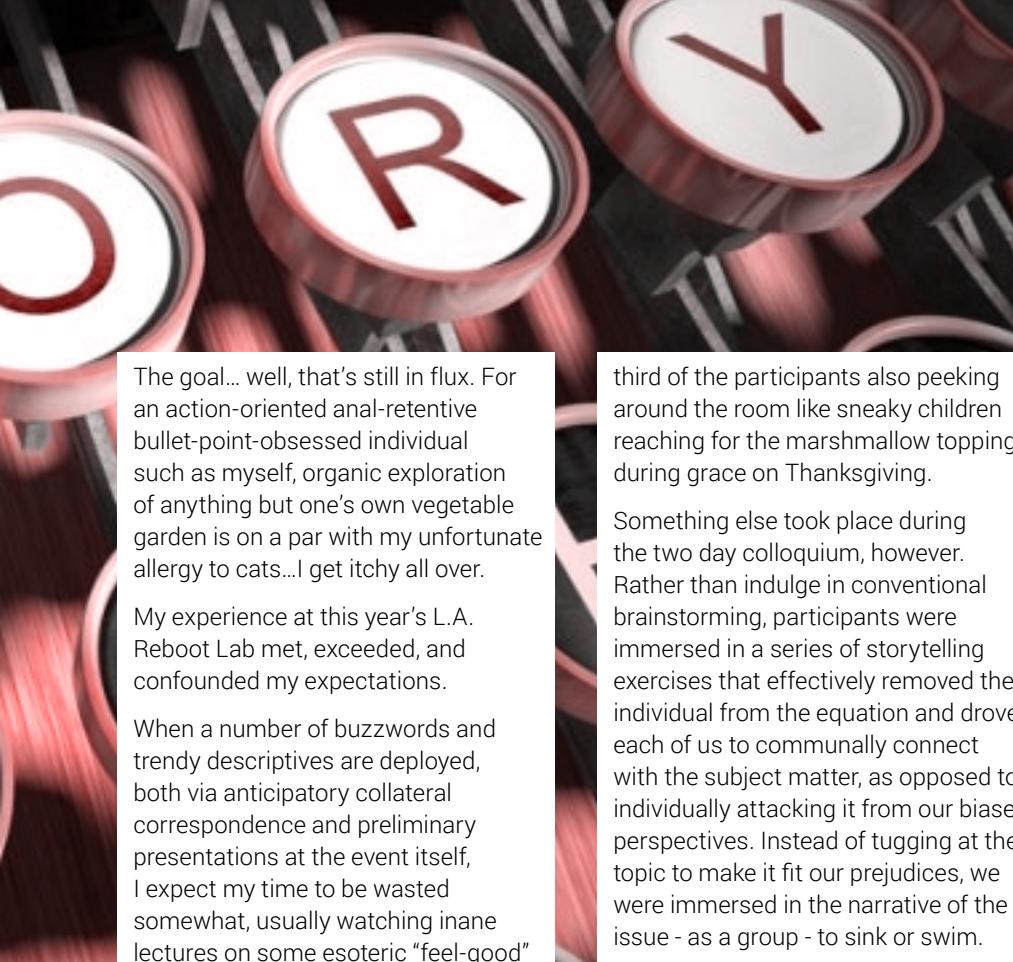
# STORYTELLING AS AN ENGINE FOR SOCIAL CHANGE

**It's only modern history that banishes the storyteller to the snuff-infested pantry of his own imagination, there to manically struggle with his inner demons, in lonely pursuit of inspiration and creative productivity.**



Long ago, though never far away, **the storyteller was the fulcrum point of the social scene**: be they Griot, Bard, Jali, Rapper, Skald, Guewel, Fili, or Gawlo. The storytellers of whom I write were historians, advisors, arbitrators, singers, and societal influencers (and, in many cases, leaders). Vestiges of these craftspeople persisted through time, but if you were to ask your contemporaries for their definition of a "storyteller", they would more than likely present you with archetypes of escapist prose, designed to temporarily assuage the cumbersome burden of daily life.

It's heartening, inspiring, and perhaps even a little worrisome when a group of motivated, well-connected, and creative thought leaders congregate with the aim of "harnessing storytelling, technology and design science to form an innovation engine for cross-generational learning and social good". Storytellers, game developers, educators, students, scientists, musicians, and designers from around the globe joined city commissioners, "consultants", architects and hackers this past month in Los Angeles for two days that bookended a very creative weekend of open access talks, workshops, prototyping sessions, and more.



The goal... well, that's still in flux. For an action-oriented anal-retentive bullet-point-obsessed individual such as myself, organic exploration of anything but one's own vegetable garden is on a par with my unfortunate allergy to cats...I get itchy all over.

My experience at this year's L.A. Reboot Lab met, exceeded, and confounded my expectations.

When a number of buzzwords and trendy descriptives are deployed, both via anticipatory collateral correspondence and preliminary presentations at the event itself, I expect my time to be wasted somewhat, usually watching inane lectures on some esoteric "feel-good" theory on self-improvement or inner connectedness. If I concede that I wasn't disappointed, you might interpret my analysis in two ways, and you'd be correct on both counts.

Yes, there were unmistakably "granola" moments, when we were asked to indulge in moments of disbelief suspension that had nothing to do with true innovation, but a little kumbaya never hurt anyone, and it was kinda fun to peek through half-closed lids while we were supposed to be having our shared out-of-body experiences (eyes closed), only to catch at least a full

third of the participants also peeking around the room like sneaky children reaching for the marshmallow topping during grace on Thanksgiving.

Something else took place during the two day colloquium, however. Rather than indulge in conventional brainstorming, participants were immersed in a series of storytelling exercises that effectively removed the individual from the equation and drove each of us to communally connect with the subject matter, as opposed to individually attacking it from our biased perspectives. Instead of tugging at the topic to make it fit our prejudices, we were immersed in the narrative of the issue - as a group - to sink or swim.

The experience effectively recaptured a core attribute of storytelling and community building that has been stripped from much social discourse. It's one thing to post one's pronouncements on a social platform, or consider oneself part of the "discussion" with a simple click of a "Like", "Favorite", "Share", or "Repin" button. It's quite another to instantaneously hear (and feel) one's commentary form part of an ongoing and interactive narrative, subject to amendment, reordering, merging, and even dissolution. It made me pick my

battles, and fight harder when I chose to step in to the breach. It made me listen more keenly, and seek to enhance the prevailing narrative, rather than simply have my voice heard. So many users of social platforms and channels are being conditioned to believe that

they are active members of their community so long as they simply post an update several times a day. Language has strength, as an ambassador for community sentiment. We honored this as we passed our creative and social discoveries (with carefully chosen words) to the Skirball Center participants, and then received their output back three days later, in order to complete our work.

Every exercise, act, and milestone in the 4-day conference was an act of dialogue, carried within a larger group narrative. Much was said, much was heard, new characters and storylines were birthed and developed. Now we sit, awaiting the denouement. The poet H.C. Morgan, perhaps put it best:

"I sit in darkened shadow pits, two stops before "The End",  
and scribble silent sidewalk words which soon must turn a bend,  
and some will wander aimless in a traffic jammed with sound,  
and some will stick close by the walls, until they know their way around,  
and some will flow with confidence."

— H.C. MORGAN — "I Feel Poetic", from *Passing Time* (2013)

---

I am eager to learn what action items come out of this experience. We crafted some compelling theories and stories, painting phraseological bridges between the realities of today and the promise of tomorrow (2050, to be precise). Will our designs and discoveries languish on the ground where they now lie, or will someone pick up the best and most captivating of those creations, and lead us across the bridge?

---

**Nicholas de Wolff**, Executive Director, Oregon Storyboard, @usdew  
Nicholas is Chair at Burbank Sustainability Commission: CMO, Technicolor; Executive Director, Oregon Story Board; Co-Founder, New Media Council; Dad.

# WHAT'S NEXT?

Merging DIY Days and Learn Do Share

**DIY Days has evolved over the last seven years. From its humble beginnings as an offline event with a blog, to a global community of producers in 30 countries that will run events in 9 cities this year.**

**As we continue to grow we find ourselves at an interesting point of transition.** Our goal for 2014 is to help incubate and support more efforts that are focused on social innovation and co-entrepreneurship. Between Reboot Stories, DIY Days and Learn Do Share we have become a living lab that weaves design science, storytelling and play into an agent for change.

This year our Reboot ecosystem makes some transformative leaps.

First of all, DIY Days is being renamed Learn Do Share. This is a merger of what belongs together in the first place, and is reflective of our evolution. Not only is the

event guided by the principles to learn, do and share, we also strengthen our focus on experiential learning on various levels. As a virtual repository for the event, the original Learn Do Share remains the free online knowledge base focused on open collaboration, design fiction & social innovation <http://learndoshare.net>. And as Learn Do Share, the original DIY Days establishes relationships with University partners in NYC, London and Toronto, such as The New School, Ravensbourne and Ryerson. In each case we move a bit closer to integrating the event into the culture and curriculum of the schools.

In 2104 Learn Do Share takes place in:

**Gothenburg**  
**Paris**  
**Melbourne**  
**NYC**  
**London**  
**Toronto**  
**Los Angeles**  
**Gent**

Our slate of prototypes is expanding as we push at the edges of purposeful storytelling and play.

This summer we're building an R&D lab in Philadelphia to empower youth to help envision their Wishes for the Future as they work to revitalize one of the poorest neighborhoods in the city.

My Sky is Falling is a project, designed by foster youth who are aging out of care, travels to Congress in an effort to evoke empathy and emotion through technology and storytelling. At the same time posing the question if can we create better social services by designing "with" and "for" all stakeholders.

A STEAM based experiential learning project designed to ignite the imagination of students kicks off a global tour in May as Lyka's Adventure releases a book, app, toy and series of Labs across Australia.

We have several projects born on napkins at diy days LA continue their development as they move from idea to action.

Our Reboot Stories Labs grow to become Writer's Rooms for the 21st Century focusing on ways to harness storytelling, play and design thinking as tools to bridge silos and encourage co-entrepreneurship. Recent partnerships include a collaboration with Columbia University and Unicef.

And finally a new prototype from Reboot Stories entitled Forward / Story brings 20 storytellers working in various forms and functions together for 3 days to share process and tackle 5 impossible problems. The results will be compiled into a free and open report released under a creative commons license to be shared on LearnDoShare.net

We always welcome collaborators and look forward to meeting you at one of our upcoming events. If you're interested in one of our projects or efforts we'd love to connect with you.

[collaborate@learndosshare.net](mailto:collaborate@learndosshare.net)

Together we can learn, do & share in an effort to design a better world.

---

Lance and Ele, Co-Founders Learn Do Share

**Lance Weiler** @lanceweiler

Lance is a storyteller, entrepreneur and thought leader, recognized as a pioneer for the way he mixes storytelling and technology.

**Ele Jansen** @elejansen

Ele Jansen is a media and design anthropologist collaborating at the intersection of awesome: storytelling, technology, games and co-creative process.

Nov 15 and 18, 2013

## **REBOOT LAB @ HUB LA**

At every diy days event we run a special two day think & do lab called Reboot Lab. Focused on social innovation, Reboot Lab looks to tackle various social issues through creative collaboration. At our last diy days LA event we focused on mentorship and dropout rates. Caine's Arcade got its start at diy days as we helped to incubate and provide a creative space for the project to grow.

Reboot Lab utilizes collaborative design processes that are based on designing with instead of designing for. Central to any Reboot Lab is a wicked problem that can only be tackled when multiple stakeholders are involved. It's a process of thinking collectively and doing together. The set-up of the Lab is therefore designed to have both elements of logic reasoning and creative problem solving by which an informed design for tangible future solutions can be created. A Reboot Lab is an open space where scientific inspiration meets creative rigor.

Nov 16, 2013

## **DIY DAYS @SKIRBALL**

### **LEARN – consisting of inspirational talks**

#### **OPENING REMARKS**

Adele Lander Burke – Vice President Learning for Life Skirball Cultural Center

#### **REBOOT STORIES**

Lance Weiler

How a poor section of Philadelphia is utilizing co-entrepreneurship, collaboration and design to revitalize their community. A look at how "designing with" can create new job growth and sustainability in a neighborhood that everyone has written off as being a lost cause.

#### **OPEN MIC – what are you working on and what do you need?**

#### **WHY & HOW TO REBOOT HUMANITY**

Professor Yehuda Kahane

Prof. Kahane will discuss the need for rebooting and creating a "New Economy" and how we can collectively build a world that can work for humanity and make Earth a secure and hospitable home for present and future generations.

Kahane expands his keynote addresses at the International Insurance Society meetings in Rio de Janeiro in conjunction with the UN Rio+20 summit on Climate and the Environment. At that meeting, leading insurance companies and pension funds signed the PSI (Principles for

Sustainable Insurance) treaty, which had been prepared in collaboration of the UNEP (United Nations Environmental Protection Agency).

#### **OPEN MIC – what are you working on and what do you need?**

#### **CAINE'S ARCADE – building a sustainable model for education**

Nirvan Mullick and Mike McGalliard

Caine's Arcade became an international sensation with close to 10 million views, 120 million press impressions, 250k raised for Caine's scholarship and 250k raised to start a foundation to help foster creative entrepreneurship in kids. But where does the effort go from here? Join us for an open design session to look at the challenges of building a sustainable model for education. This talk will also tie into an afternoon think tank where 15 to 20 participants will be able to continue the discussion around what it takes to build a sustainable foundation.

#### **OPEN MIC – what are you working on and what do you need?**

#### **LA MAKERSPACE**

Tara Tiger Brown

Join Tara Brown the founder of non-profit L.A. Makerspace as she shares her vision for a world where makers, tinkerers, and DIYers of all ages can create, collaborate and innovate while learning. Specializing in hardware and software engineering, art, game design, filmmaking,

robotics, and more LA Makerspace is dedicated to the proposition that making things is essential to creating an awesome society.

#### **OPEN MIC – what are you working on and what do you need?**

#### **NOT IMPOSSIBLE LAB**

Elliot V Kotek

Elliot shares the story about developing the Eye-writer that helped a paralyzed graffiti artist tag again. The success of the eye-writer has lead to the formation of Not Impossible Labs – a movement that looks at creating low-cost, DIY open-source solutions for real people with real needs.

1:00 to 2:00 DIY lunch

#### **DO – participants roll up their sleeves**

2:00 to 3:00 & 3:30 to 4:30 – (two sessions open to all ages)

#### **LYKA ADVENTURE LAB**

Atley Loughridge & Lance Weiler

LYKA'S ADVENTURE provides an opportunity to harness storytelling for social change – one that is rooted in designing with rather than designing for. That's why Lyka travels the world hosting school workshops in which students become the teachers, designing ways for their fellow students to enrich Lyka's storyworld. Join us for an exciting cross-generational learning experience.

2:00 to 3:30

#### **IMAGINATION FOUNDATION** – a think tank for

building sustainable & scalable change

Nirvan Mullick and Mike McGalliard

Join Nirvan and Mike as they continue the discussion around the growth of the Imagination Foundation. This think tank will explore the issues surrounding what it takes to scale a sustainable foundation.

3:00 to 4:45

#### **WISH FOR THE FUTURE**

Ele Jansen, Jasmine Idun Lyman & Larissa Michelsen

In this session we play with you to collectively solve a local problem in a 100 minutes. You'll find yourself in a sci-fi setting and are asked to change the narrative. There are 3 groups: storytellers, designers and the future. This open-design game is probably the only one of its kind, drawing on storytelling and experience design with a game board, cards and timer prompt you with new challenges. Each step requires cooperation and brings you a step closer or further from the future you wish for. The output of the game is a collective narrative that explains the solution, so it can be easily explained to outsiders and uploaded to [www.wishforthefuture.com](http://www.wishforthefuture.com).

2:00 to 5:00

#### **OPEN DESIGN LAB FOR THE FUTURE OF L.A.**

2:30 to 4:30

#### **METAMAPPING – A LOOK AT MINING**

#### **COLLECTIVE INTELLIGENCE**

Ishan Shapiro & Marija Coneva

Come and help us map – not geography, but the future! Using Metamaps.cc as a process and a platform for expanding our perceptible future horizons, participants will enter an experiment to harness our collective intellect and scale our abilities to sensemake the complex issues that face us today. Through creative conversation and playful knowledge generation games, we'll explore how to critically map, model and evaluate complex systems and get one step closer to taking ideas into action. If you want to be one of the metamappers during the workshop, bring a laptop!

3:00 to 4:30

#### **REBOOTING HUMAN SYSTEMS**

Tal Ronen

Through a series of thought provoking and inspiring stimulations, participants will get a set of steps / foot steps ( as foot prints ) for Rebooting human Systems. In addition, they will also attain a Design based thinking approach and view point that will aid them to build a foundation as change Makers and Game Changers 500 players.

**SHARE** – take what you've experienced and amplify it

5:00 to 6:00

#### **Wish for the Future / LA2050 – designing an L.A. for the future**

Jorgen van der Sloot, Anna Silverman and Shauna Nep

In this open design session all of the attendees of diy days at the Skirball will jointly craft a number of design questions for the future of L.A. The design questions will then be passed to the hacker / maker community on Sunday Nov. 17th as wishes are granted and a time capsule is designed which will be buried at the end of the day.

Nov 17, 2013

#### **MAKE WITH PURPOSE DAY**

#### **@ LA MAKERSPACE**

Drawing from the design questions that we're collectively developed at diy days a group of makers, tinkerers, and DIYers of all ages will collaborate to imagine the future of LA. Join us for a fun filled day of making with purpose. The day will conclude as wishes are granted and a time capsule is designed which will be buried for future generations.

# COLLABORATORS AND CONTACTS

## CREATIVE LEAD

**Ele Jansen**  
 @elejansen  
 ele@rebootstories.com

## PRODUCERS

**Ele Jansen**  
 @elejansen  
 ele@rebootstories.com

**Ishan Shapiro**  
 ishanshapiro@gmail.com

**Lisa Snow MacDonald**  
 snowinla@yahoo.com

**Matt Sloane**  
 matt@soulfulbrand.com

## DESIGN

**Designful Studio**  
 hello@designfulstudio.com

## WRITERS

**Alice Lin**  
 @meatspirit

**Catherine Uong**  
 catherine.uong@gmail.com

**Ele Jansen**  
 ele@rebootstories.com

**Ishan Shapiro**  
 ishanshapiro@gmail.com

**Jørgen van der Sloot**  
 jorgen@freedomlab.org

**Lance Weiler**  
 lance@rebootstories.com

**Lisa Snow MacDonald**  
 snowinla@yahoo.com

**Nedra Weinreich**  
 weinreich@social-marketing.com

**Nicholas de Wolff**  
 nicholas@nicholasdewolff.com

**Nina Beckhardt**  
 nbeckhardt@gmail.com

**Magalis Martinez**  
 magalis@rebootstories.com

**Matt Sloane**  
 matt@soulfulbrand.com

**Philia Beroud**  
 kikien@gmail.com

**Renee Topper**  
 renee.topper@gmail.com

**Shauna Nep**  
 shauna@goldhirshfoundation.org

**Stephanie McCanles**  
 stephanie.mccanles@gmail.com

## PHOTOS

**Ele Jansen**  
 @elejansen  
 ele@rebootstories.com

**Lisa Snow MacDonald**  
 snowinla@yahoo.com

**Jasmine Idun Lyman**  
 storyarchitects.se  
 info@storyarchitects.se

**Magalis Martinez**  
 magalis@rebootstories.com

## THANKS TO

Goldhirsh Foundation, Hub LA, Skirball, LA makerspace, Maker City LA, squarespace, and all collaborators at DIY Days LA



#### COME DESIGN WITH US...

Learn Do Share is run by volunteers and incubated by reboot stories - rebootstories.com - a global collective that harnesses storytelling, technology and design science to form an innovation engine for digital literacy, cross-generational learning and social change. Reboot stories has partnered with the UN, the World Economic Forum, Columbia University and others to design and run innovative global cross-generational learning projects. In 2012, Reboot Stories was awarded the prestigious Tribeca New media fund award. Mashable named Reboot Stories "one of the top five social good / educational startups to watch." We are always looking for collaborators to get involved in the following projects:



#### DIY DAYS AKA LEARN DO SHARE

DIY Days is a roving social innovation lab it takes place wherever someone takes it on. If you are a passionate producer interested in staging an event in your city, contact us at info@diydays.com and check out diydays.com. Note that we are currently bringing together what belongs under one roof: DIY Days will be called learn do share from June 2014.



#### WISH FOR THE FUTURE

Inspired by the voyager golden record and a quote from Buckminster Fuller "how do we make the world work for a 100% humanity?" The project combines storytelling, game mechanics and design science to envision a preferred futurestate. Participants make wishes in 140 characters or less across eight categories (humanity, culture, health, education, economy, sustainability, urbanization, government). Others can grant the wish through an idea, story or action. In 2014, the wishes of the world will be brought to world leaders by students, together they will make a promise to the future. all the wishes and grants will then be sealed in a time capsule and buried for a 100 years. We're looking for game designers, educators, storytellers, hackers and makers.

[wishforthefuture.com](http://wishforthefuture.com)



#### LYKA'S ADVENTURE

Lyka's adventure is an experiential education project that centers on Lyka, a robot scientist from outer space who is trying to find her way home. All throughout, she is focused on one thing: learning about how the earth works and how to sustain it. Students fuel the journey by exploring sustainability, art and technology. The project is designed to help people discover and care for the world around them. Lyka will begin her journey in the fall of 2013. We're looking for people to host Lyka on her journey - students, teachers, parents, and organizations.

[connectedsparks.com](http://connectedsparks.com)

