



ACTIVE8-PLANET CARD GAME:

Sustainable Development Goals in Practice!

DESIGNING A NEW MASTER'S TRACK BASED ON THE EXPERIENCE IN ACTIVE8-PLANET

Interview with Giulia Sinatti on her Senior Teaching Qualification project

FOR A BETTER MOBILITY AS A SERVICE IN LJUBLJANA

Interview with Robert Podlipnik from Endava

WHY THE WORLD NEEDS ANTHROPOLOGISTS: FROM A QUESTION MARK TO AN EXCLAMATION POINT

Article by Dan Podjed & Meta Gorup

ACTIVE8-PLANET IN THE LAND OF THE THUNDER DRAGON

'URBAN MINING' TO PROMOTE CIRCULARITY

Follow us on social media!



Active8 Planet



@active8_planet



Active8 Planet



@Active8Planet



@Active8Planet



<https://www.active8-planet.eu>

Scan the QR code for easier access to our social accounts!



PREFACE

At the end of every year, we try to look back and think about the key ideas that were present in our personal and work-related agendas and discussions. I was positively surprised that many primarily technical & engineering calls for European projects are starting to emphasize the people (or human)-centred component, be it people-centred buildings, mobility, education, or health systems. The people-centred development (PCD) also forms one of the four key principles of the Active8-Planet project. But what is it really about?

In short, the PCD builds upon an understanding of the sustainable built environment, efficient energy use, technologies, and related business models as inseparably embedded in the wider social, cultural, and economic systems, requiring new skills and innovative research, development and implementation expertise. The development of technological and non-technological solutions that are accepted widely, enacted properly, and are efficient is dependent not only on beyond the state-of-the-art technological expertise, but also on relevance and meaning these solutions bring to local communities and key stakeholder entities. In the Active8-Planet project we build on the anthropological theoretical tradition which is based on ethnographic research and provides a tested toolbox (methods, techniques, approaches) for making all key stakeholder groups an active and integral part of the entire innovation process, thereby maximising their engagement, and ensuring their sense of ownership of the developed solutions.

Therefore, we are dedicating this issue of our 4th newsletter especially to the people-centred development in practice. For instance, you can read about how anthropology and engineering are intertwined in a Slovenian Active8-Planet case study. Next, our project was present at the “Why The World Needs Anthropologists” yearly conference which was held in Berlin in November 2022. Our project member Giulia Sinatti speaks about designing a new Master’s Track at Vrije Universiteit in Amsterdam – based on the experiences from the Active8-Planet. And last but not least, a new challenge topic is introduced by one of our students from the Hasselt University.

Gregor Cerinšek (on behalf of Active8-Planet Team)

CONTENT

ACTIVE8-PLANET CARD GAME:

Sustainable Development Goals in Practice!

1

DESIGNING A NEW MASTER’S TRACK BASED ON THE EXPERIENCE IN ACTIVE8-PLANET

Interview with Giulia Sinatti on her Senior Teaching Qualification project

2

FOR A BETTER MOBILITY AS A SERVICE IN LJUBLJANA

Interview with Robert Podlipnik from Endava

5

WHY THE WORLD NEEDS ANTHROPOLOGISTS:

From a question mark to an exclamation point

8

ACTIVE8-PLANET IN THE LAND OF THE THUNDER DRAGON

10

‘URBAN MINING’ TO PROMOTE CIRCULARITY

11

Active-Planet Card Game:

Sustainable Development Goals in Practice!

The project team is happy to announce that our Active8-Planet Card Game has been officially released! So, grab your family and friends and activate “Planeteers”! Each is activated by specific actions: some need you to call them, others enjoy educating themselves (yes, send them vids), and some just like it... rough.

ABOUT THE GAME

A message has been sent to the four corners of the Earth: »The PLANETEERs need you to activate yourself, become a PLANETEER and help save the planet!« Not by performing heroics, but by changing your habits. Buying a new car? Think again!

The aim of the game is to win the most victory points. The bounty? Preside over the 8 teams of Planeteers and set the priority of The Agenda.

Active8 is a quick and easy-to-learn game. And with secret missions thrown in the mix, you will need all your tactical skills. Go Planeteers!

The Active8-Planet Card Game was developed by the **NewCompanyX** (www.newcompanyx.com). Illustrations were designed by Monika Klobčar (monikaklobcar.com). More information about the game:

<https://active8-planet.eu/card-game/>



Designing a new Master's Track based on the Experience in Active8-Planet

Interview with Giulia Sinatti

Tell us about yourself

I'm an anthropologist currently working both as a researcher and as a teacher at Vrije Universiteit in Amsterdam (VU) at the department of Social and Cultural Anthropology (SCA). Throughout my career, I have alternated positions in and out of academia and I'm very keen for my research to have practical outlets. For many years, my research focused on migration and I wanted it to be relevant for professional practice. Migration research gave me many opportunities to do this. Then, the migration crisis profoundly changed this field, making it increasingly politically loaded. I was facing ethical dilemmas in my work: who did I want to collaborate with? What kind of practices and whose could my research inform? I decided to maintain collaborative research as my trademark, but pursue it in other fields.

The past two years I've been doing this in healthcare: I conduct ethnographic research, strengthen this with insights from anthropological theory, and use my work to support the wellbeing and safety of healthcare professionals. I also teach one of the key courses in the Master's in SCA at the VU - Field Research Design. It is for me one of the most exciting in our program because students design their own research project before doing field research and writing a thesis about it.



Giulia is an Assistant Professor at the VU Amsterdam. Her teaching and research interests are concerned with the cultural underpinnings of social behaviour, research design and ethnographic methods.

"The most important goal I see for myself is to infuse enthusiasm on the possibilities of collaborative research with partners outside academia."

What is your role in Active8?

That's a difficult one! The most important goal I see for myself is to infuse enthusiasm on the possibilities of collaborative research with partners outside academia. I'm super passionate about this kind of research.

With my presence in Active8, I hope to spread the enthusiasm to others in and beyond the project, for instance among our students and among my colleagues. I would say this is my main added value in

Active8. I do also have some concrete roles.

Last year, I was the Servant Leader in the Dutch team. It was a completely new experience for me.

There are some things I struggled with and some things I learned from facilitating this kind of team. I

enjoyed it a lot.

What is an STQ?

It's an acronym that stands for Senior Teaching Qualification. As teachers at uni, we are required to qualify for the job through training.



All teachers in uni should possess a basic teaching qualification, in which we learn about how the learning process works and tools for designing courses so that learning activities match a set of learning goals. A Senior Teaching Qualification is for those driven to further enhance teaching. It supports you to bring about change in education that's at too big a scale for one person to do alone. It's training that helps you develop a project and lead a small team of people. Beyond designing a successful course, it helps you design change at a curriculum level, which needs a birds eye view over an entire program. This is what I'm currently following.

There is a reluctance among students to sign up for anthropology because there's a lack of clarity about what kind of jobs are available after the study.

What is your STQ about?

Introducing a new track in our master program SCA. Our department has a master program in anthropology that has been running for many years. Systematically, it ranks very high among anthropology programs in the Netherlands, we get very positive feedback from our students. But, there is a but! There is reluctance among students to sign up for anthropology because there's a lack of clarity about what kind of jobs are available after the study. And yet we train our students in very useful and sought after skills. A report by the World Economic Forum ranks the top skills that employees of the future are going to need in the labor market. Most of these skills are not technical, but soft skills: how to work in teams, how to communicate ... soft skills that anthropologists typically train in. We want our students to know how to market these skills when they leave uni and enter the labor market.

The plan with the new track is to boost our education program by allowing students to conduct research collaboratively. Our current students do research departing from research questions with origins in theoretical debates;

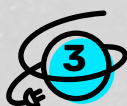
in the new track questions originate from collaboration with stakeholders. These could be an NGO, or a municipality that wants to develop policy for the youth, a housing company, a corporate company, or a hospital. As long as it's someone who has a practical question that they don't quite know how to address.

An example from my own research: I started collaborating with Dutch hospitals because they had the question: Our culture is not quite safe, how can our workers feel safe on a daily basis? This is an example of a question that is not phrased anthropologically yet, but responds to a deep felt need to address small daily frictions between healthcare professionals as they go about their daily work. They thought anthropologists are the experts when it comes to culture. They asked if I could measure culture before and after interventions they implemented. This was a funny expectation for an anthropologist: you cannot measure culture! But I had confidence that the kind of knowledge we generate can help discussions about how differences in roles and hierarchical levels in healthcare organizations cause frictions in communication between staff. These are the kinds of collaborations we hope to embark our students on with this new masters track.

The emphasis in this new track is on Anthropology and professional practice. What we mean with this is that the collaboration with professional practice comes center stage. Students don't just learn about their specific research topic, but they also learn to manage collaboration and dialogue with an external stakeholder throughout the research process. As anthropologists, we never work in isolation. Doing research in collaboration with partners outside of academia also makes it easier for students to anticipate what they might do after they graduate.

What is Active8-Planet's role in your STQ?

My STQ is one thing, but the project of setting up a new master track has to be a collaboration. There's a small team of people, based at the department, who in the last few years have been experimenting within teaching and research in collaboration with stakeholders. This is where



the link to the Active8-Planet project comes in. This project is one of those experiments. It is a research program funded by the EU commission through the Erasmus Plus scheme, which allows experimenting with our teaching programs and introducing new ways of teaching and learning. In Active8-Planet and a previous project called PEOPLE (same funding scheme) we have been doing this by offering openings for our students' masters research in partnership with external organizations. This way their research is not only answering anthropological questions, but feeding into practice as well.

During projects like Active8-Planet we've had to figure out how to best guide that collaborative process between students and an external partner. Now, this experience supports the development of the new master track. In Active8-Planet we're carrying out these experiments with four students collaborating with one partner; in the new master we want to upscale these efforts.

Anthropologists have a branding problem.

How does this connect to the EPIC conference?

The connection is HUGE. Anthropologists have a branding problem. They could be better at selling themselves, selling the added value that they bring. In chairing the EPIC conference, which is a gathering of people who practice ethnographic research in industry, I realized that companies out there are thirsty for the kind of knowledge ethnography generates. I see a need to attune the language so that anthropologists can communicate better with potential stakeholders. What I really valued about the EPIC conference was realizing it was more than just a meeting among people who practice ethnography. Companies were also attending, eager to discuss the insights of

ethnography and to experiment new ways of incorporating it in their work, and to recruit anthropologists!

It is essential as anthropologists that we can get across to others effectively how our insights are useful to them. But it is especially essential that we seek collaborations with stakeholders that are sensitized to the added value we can bring. EPIC was an opportunity to meet those kinds of partners we would want to collaborate with in research. It takes time and commitment

Let's have a coffee!

to build these collaborations. You need true dedication from all partners to make it work. EPIC gave me hope that these kinds of partners not only exist, but that they are also abundant.

What can our readers do to contribute to your goals?

I like this question! Companies or organizations who might be interested in having a group of anthropologists hack our brains on your challenge: reach out, because we can address it with our students.

For potential students: Are you interested in this track? Do you have a project to bring into it, but are not sure if it would fit? Talk to us!

We are flexible and if you come with an idea together we can figure out a way to make it work for your thesis.

Are you a teacher at another uni working on similar education projects?

Reach out and let's exchange notes on how we can best support students to learn from these collaborations.

Are you none of the above, but still curious? Reach out for more info, or simply a chat. I am eager to share, as it also helps my own ideas to grow. Drop me a line and we can have coffee.

Written by Soesja van Wijgerden

Contact details Giulia Sinatti:

g.sinatti@vu.nl

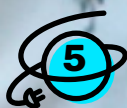


Soesja is a biologist and a project facilitator. She creates order in any chaos, preferably in a sustainable way.

**Watch interview
with Robert here:**



**For a better mobility as a
service in Ljubljana**



“Did you have any doubts working with anthropologists for the first time?”

Our Active8-Planet 7+1 team member and anthropology student at the University of Ljubljana Anuša Babuder sits down to ask her Active8-Planet team fellow Robert Podlipnik, a software developer from the Endava company.

Engineers and anthropologists can, and do, click

Robert Podlipnik, a 7+1 team representative, and developer at the Endava's department in Ljubljana, has joined the Active8 Planet project together with two other developers. Active8-Planet project was created with a purpose of a collaboration between students and larger companies, to learn and experiment with planet-centred approach in research and development. In the case of the Slovenian team, the project connected a software company Endava, team leaders from the Institute for Innovation and Development of University of Ljubljana and four students from Department for ethnology and cultural anthropology of the University of Ljubljana. Robert's team at the Endava was tasked with the goal of finding out what more can they do for their customers and what people really need in the city of Ljubljana. He explains about his team:

“So when we saw the project, we said: Let's try to combine this engineering point of view with an anthropological one and this is how it started.”

When Anuša asked Robert the initial question, he thought for a short second and then replied:

“First there was some scepticism about how we will collaborate, will we get anything productive out of this? Us, engineers, and tech workers, are used to very fast-paced environments and quick solutions,” as opposed to the timeline of anthropological work, which often demands literature reading, interviews, and participant-observation over the span of multiple months.

Our team could feel this initial tug for creating quick and measurable results at the beginning of October 2021, but the process simply did not allow this. We set out to create in-depth research and not limit ourselves to end solutions before we have insights from the field and Ljubljana citizens. Robert mentioned in the conversation that the biggest gap between the two fields is the tempo of work and expectation for results.

The Endava team was burdened with justifying the project as profitable to the corporation, but Robert has assured that: ***“Luckily the team is genuinely agile, so we were all in and determined to get something positive out of this,”*** which has tremendously



aided the team dynamic and consequently influenced the results.

We are dealing with the stories of people

In the conversation, they touched upon the process of the collaboration and Robert shared that: “At the beginning, there was a little bit of frustration, when it turned out that it will take a few months before we get insights, let alone results. And then, somewhere along the line, I sat down with one of the anthropologists I’m closer to and he opened my eyes to the anthropological world. That is when the click happened: We aren’t creating a new feature or a new functionality on an app. We are dealing with the stories of people, how they live and most importantly why do they live the way they do. What are they using, why they are using it and how it fits into their lives. When I saw that this research is going into depth instead of the mass of information, the 20 interviews, we were planning, gained a whole new context. And these produced valuable results and insights.” Robert described the lessons and results of this year’s work in these words: “We have now shaped specific insights, which I think are the added value of this project. With these we will understand the users and their lives better and more in depth. For the next year, I hope

that we can transform the insights into something even more tangible and improve our services.”

And lastly about the value for the developers themselves: “The lesson is not to jump too quickly into the process of creating and developing but take the time to step back and consider why we are doing what we are doing and what does it already mean for the end user. This is where I really see the added value, in the slowing down of the process, which takes time and does not immediately produce measurable results.”

Both engineers and anthropologists learned a lot from one another on this project. The willingness to stay open and collaborate helped the Active8-Planet team members to create a project for the people of Ljubljana and their everyday lives. With a combination of corporate, and academic resources and knowledge, we continue to offer valuable insights about the way people in Ljubljana use public and private transportation and how they can, together with transportation providers, create a more spacious, cleaner, and tranquil city.

Written by Anuša Babuder

The interview was firstly published in the Why The World Needs Anthropologists 2022 Official Magazine, which can be found following this link:

https://issuu.com/appliedanthro/docs/regeneration_magazine



Anuša Babuder was a member of first Active8-Planet 7+1 team in Slovenia.

Why The World Needs Anthropologists:

from a question mark to an exclamation point

It started with a question mark. Why does the world need anthropologists? In 2013, the organising team of the first WWNA event, to be held in Amsterdam, was hesitant to sound too certain of the answer to this question. But then we thought: the world needs anthropologists, and we should say it loud and clear. We left out the question mark and went with a statement: Why the world needs anthropologists.

This turned out to be an appropriate choice: if there was any doubt about the world's need for anthropology back then, after a decade of the WWNA movement, the scepticism has lost much of its power. The recent global crises - like the Covid-19 pandemic, climate change, and the war in Ukraine - have made it clear that we will not be able to address them without the input of anthropologists. Full stop. An exclamation point, actually!

Covid-19 in the spotlight

Covid-19 provides an obvious example of the need to include anthropologists and other social scientists on expert teams working on containing the spread of the disease. After nearly three years of the pandemic, policy-

and decision-makers have begun to understand that these teams cannot only consist of infectiologists, epidemiologists, and other medical experts. If we use Marcel Mauss' term, SARS-CoV-2 virus is a "total social fact," affecting all aspects of our lives. Thus, if we want to effectively address it, we must consider the broader picture and think about people-centred solutions rather than relying purely on answers based on narrow expert opinions.

Only when we understand people in different social groups and cultural environments can we begin to develop solutions with people, not just for them; a crucial step towards more acceptable and sustainable solutions. An example? Think of the efforts to contain Covid-19 again. If

the control measures, from masks to vaccination, were not imposed in a top-down fashion - from decision-makers and experts on the people - but were instead tailored to different social groups, we might have been in a very different situation right now. For instance, young people tend to follow platforms like TikTok, Instagram, and Snapchat rather than the so-called mainstream media.

With many governments focusing their communications on the latter, younger social groups were often not reached by the Covid-19 news and advisories.

As implied above, what the Covid-19 pandemic also put to the fore was that, rather than relying on “one-(wo)man bands,” the future of anthropology lies in interdisciplinary teams functioning like a symphony orchestra where each field of science and each expert contribute their part to the collective melody.

Regenerating anthropology - and the world

The Covid-19 pandemic sped up the trends in anthropology mentioned above - which WWNA had long been representing - and served as a call to our discipline to regenerate. It invigorated our methodological

approaches, challenging us to invent alternatives to our typically long-term, in-person ethnographic fieldwork. It encouraged us to further question the reasons for a divide between academic and applied - or “pure” and “dirty” - anthropology, calling on us to think beyond it and explore how the two enrich rather than challenge each other.

Almost a decade since those first conversations about WWNA - and at yet another stage of the Covid-19 pandemic, global climate crisis, and geopolitical games - we find ourselves in a very different anthropological field and a drastically changed global reality.

On the downside, the world is in need of an even more serious change than back then. On the positive side, however, WWNA, in partnership with the broader international community, has worked hard to transform anthropology from an obscure field of social science to a respected profession, ready - now more than ever - to jump in and inform this necessary regeneration.

Meta Gorup is a co-founder of WWNA and co-organized five editions of the event between 2013 and 2017. She served as EASA AAN's Convenor from 2012 to 2018.

Dan Podjed is a co-founder of WWNA and EASA AAN's Convenor from 2010 to 2018. He is a researcher at the Institute for Innovation and Development of the University of Ljubljana, Research Fellow at ZRC SAZU and Associate Professor at University of Ljubljana, Slovenia.

The article was firstly published in the Why The World Needs Anthropologists 2022 Official Magazine, which can be found following this link:

https://issuu.com/appliedanthro/docs/regeneration_magazine



Active8-Planet in the Land of the Thunder Dragon

At first glance, one would say that the Active8-Planet has nothing to do with Bhutan, a small kingdom in the Himalayas, tucked between two giants, China and India. But on closer inspection, we can see that the Active8-Planet mission and the country's philosophy of the Gross National Happiness are closely intertwined. Bhutan is also the only country in the world that is not only carbon neutral, but carbon negative, which means that it produces more oxygen than carbon dioxide. Sustainability is Bhutan's core value, since it's been included in the constitution, which mandates that 60% of landmass needs to be maintained and protected as forest.

But these are not the only connections between Active8-Planet and Bhutan. In October 2022, two members of Active8-Planet travelled to Bhutan through another Erasmus+ project called HAPPY. The project aims to strengthen the teaching of qualitative research methodology in Bhutanese higher education, while also enriching the existing curricula of four local colleges. One of the key pillars to be introduced is the Active8-Planet methodology of involving key external stakeholders in the research and co-creation processes to produce relevant, meaningful, environmentally responsible, and sustainable products and services. Active8-Planet has been recognized as a good educational practice where qualitative research addresses the needs of the people, thereby providing added value for local Bhutanese communities. For more information about the project, visit the HAPPY project website: <https://www.happy-project.eu>



Dr. Ellen Bal from VU Amsterdam talking to a Bhutanese man we met on the way to the dzong.



Meeting with the HAPPY Team members at Norbuling Rigter College.



Gregor Cerinšek from IRI UL presenting People-Centered Development to RTC management and external stakeholders.

People-Centered Development

"When Qualitative Research Meets Engineering"

Gregor Cerinšek

Institute for Innovation and Development of
the University of Ljubljana, Slovenia

Project Reference No: 618793-EPP-1-2020-1-NL-EPPKA2-CBHE-JP



Joint discussion with external stakeholders from Bhutan.



Beautiful view we saw on our way to the east of Bhutan.



Gregor Cerinšek from IRI UL at focus group discussion with the students of the Sherubtse college.



Participants presenting their results.



Getting ready for presentations.



Members of the HAPPY Project and participants of the workshop.

'Urban Mining' to promote circularity

Presenting the new Belgian Active8-Planet Challenge

Team Belgium has a group of motivated students with diverse academic backgrounds, including physics, biology, and architecture. The team's diverse set of expertise allows for a multifaceted approach to problem-solving, with physicists providing a theoretical perspective and architects seeking to apply new techniques in their designs. Combined with the expertise of our academic and industry team members, we feel this varied skill set provides significant added value to all participants.

Our Active8-Planet challenge aims to promote circularity in the construction industry through the use of 'urban mining' techniques.

Urban mining refers to the process of extracting valuable materials from the waste streams and infrastructure of urban areas. This can include recycling and reclaiming materials from buildings, roads, and other structures, as well as extracting resources from discarded electronic devices and other forms of waste.

The goal of urban mining is to reduce the demand for newly extracted raw materials and to minimize the environmental impact of resource extraction, processing, and waste disposal. Urban mining can help to reduce the environmental footprint of cities, as well as provide economic benefits by recovering valuable materials that would otherwise be lost.

We began our exploration of the concept urban mining in the construction industry through a series of visits, masterclasses, and some desk research.

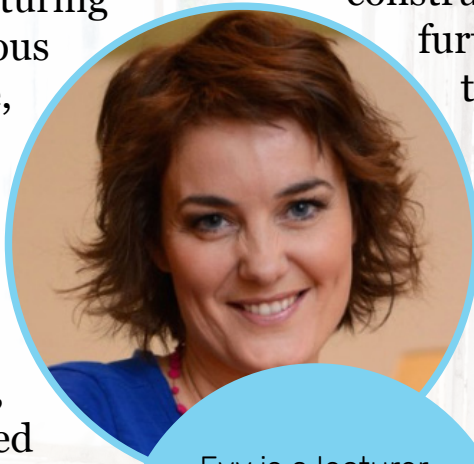
On November 30th, we were invited to Kerkrade by the industry professionals in our team, where we had the opportunity to see first-hand how materials from demolished buildings were being reused to construct new buildings. The research team there developed a method for recycling old concrete into new bricks, which has been used to construct a number of houses. The project team is particularly proud of this innovative approach to resource recovery.

Four other houses were even entirely built using materials reclaimed from

the demolition of old apartment buildings on the other side of the street.

In the afternoon, we attended a series of masterclasses, featuring experts from various regions around Europe, all of whom shared a common goal of implementing circular methodologies in their respective fields.

On the second day, December 1st, we ventured to Hasselt, Belgium, where we were granted access to an historic justice court that is soon to be decommissioned. In conjunction with the project developer, we will do an analysis of the material flow of the building, specifically evaluating the potential for recovery and reuse or repurposing of the materials. This entails identifying the materials that could be salvaged, as well as evaluating the value and potential applications of these materials for other construction projects or manufacturers.



Evy is a lecturer and project assistant. Circular economy and upcycling are the underlying theme of her work.

Despite the challenges associated with the implementation, urban mining presents a promising and ecologically-sound solution for the construction industry. As such, further research is necessary to improve the efficiency, cost-effectiveness and safety of the urban mining process.

With Evy Puelinckx, an acknowledged pioneer and expert in the topic of urban mining, as our servant leader, team Belgium is committed to working towards more environmentally responsible construction practices.

Written by the Active8-Planet Belgium Team

Our first conclusions are:

- **Urban mining prevents lots of valuable materials to get lost as waste**
- **At present, the application of urban mining in the construction industry is not yet economically viable**
- **There are concerns related to the safety and efficacy of materials obtained through urban mining that need to be addressed. For example, it is unclear if all materials need to be tested or if a sample group would suffice. In any case, it is crucial to ensure the materials obtained through urban mining are safe for reuse.**

Active8-Planet partners:



Slovenia

Institute for Innovation and Development of University of Ljubljana

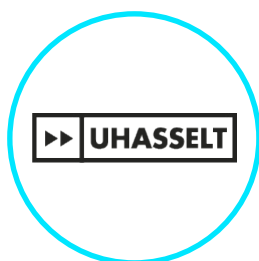
<http://iri.uni-lj.si/en/domov-2/>



The Netherlands

Vrije Universiteit Amsterdam (VU)

<https://www.vu.nl/en/>



Belgium

Hasselt University

<https://www.uhasselt.be/en>



Sweden

Halmstad University

<https://www.hh.se/english.html>



The Netherlands

Huygen Engineers & Consultants

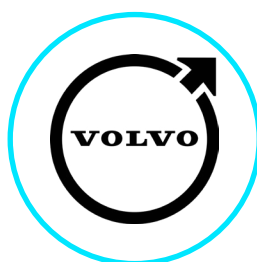
<https://www.huygen.net/>



Slovenia

Endava

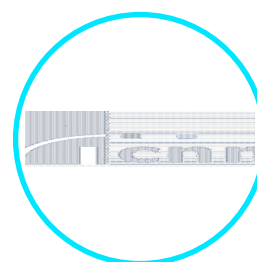
<https://www.endava.com/>



Sweden

Volvo

<https://www.volvocars.com/intl>



Austria

ICNM

<https://icnm.net/>



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project reference number: 621436-EPP-1-2020-1-SI-EPPKA2-KA