

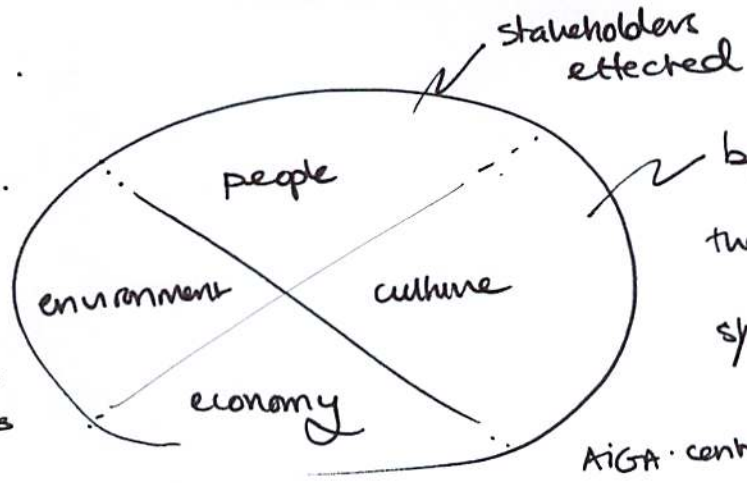
SUSTAINABILITY STUDIO

residency 4.

GABY BRINK



COMMITMENT PARTNERS



belief systems - aspirational behavior
the desires we create.

systems of belief. - redefining what prosperity means to people

AIGA center for sustainable design.

EVE BLOSSOM



ARCHITECT OF SOCIAL CHANGE

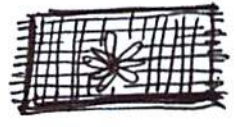
INTERVENTION VS. SOCIAL CHANGE

SEX TRADE FORCED LABOUR

STRONG COMMUNITY

EDUCATED MOTHERS

Tools for Social Innovation *



design fabric to make social change

CRAFT BASED ECONOMIES.

villages based around weavers

money from country to a city very dangerous
difficult to reach new markets.

- economically
- environmentally
- socially
- culturally.

LOST ABILITIES

'YOU DO NOT WANT TO WASTE WHAT HAS BEEN SO STRONG FOR CENTURIES'

①

Start with CULTURES
what ~~the~~ people ~~who~~ want.

② Create a sustainable solution

a process of *
slow DESIGN
patience ...
LONG VIEW.

- CULTURE
- effects every aspect of a business
 - build technology transfer
 - transfer skills and design.

PARTNER WITH CULTURE

match markets with what culture predicts

③ what are cultures more comfortable doing

- 20 or 30 phrase in each language
- I love your wife
- thank you

do the right thing culturally will become bigger than you.

You build a relationship / LONG TERM.

STRONG VIABLE ECONOMIC ENGINES FOR SOCIAL CHANGE.

* you need redundancies / dev country modern supply chain in each design.

- facilitate cultural education through creating an economy.

NOT a company but a container for cultivation / collaborations

R4.

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STARTING A BUSINESS

WON'T
WORK

1000 other
people already
doing it.

* Things will break your heart
but you will see great things
as well.

- You always have unintended consequences .
- people leave villages to move to cities ... // celebration & pride keeps them there .
- keeping families together and creating a economy stops human trafficking
- " culture lens , where the green movement was 5 years ago "
- ' Decontronize , Localized
Don't compromise . '
- locally funded , locally managed
franchise model .
- OPEN SOURCE .
fly in different models
- BUILD OPEN SYSTEM !
MICRO FINANCE .
- disruptive entrepreneur
 - 1 . local partners
 - 2 . let government take credit & feel good .
- LOOK FOR NEXT
BUSINESS MODELS