

IDN Slogan Workbook

Show support for your preferred slogan here [Slogan Form](#).

The form will close on Friday 14th June. A final slogan will be selected by consensus during the Degrowth Assembly on Monday 17th June 2024.

The slogan shortlist:

1. Taking care of the planet, the future and us
2. Building a world with more of what matters
3. Wellbeing for all, forever
4. Enough for people and planet
5. Radical abundance, global wellbeing
6. Collective well-being within ecological limits

What is this document?

The shortlist of slogans comes from the work shown in this document.

The Slogan circle - a working group under the umbrella of the Communications General Circle - have used this document, and a series of meetings to create the shortlist.

The process was:

1. Dos and Don'ts - discussing what purpose the slogan serves, and what we want it to be and not be. Overwhelmingly a desire was expressed for a 'positive' slogan.
2. Elements - these are key words and concepts that were thought to be good for achieving the slogan that matched our needs.
3. Slogans - we tested out and discussed many potential slogans.
4. Initial voting - one or two slogans were not supported and the list of seven became a list of five.

You can read our workings-out in the remainder of this document.

1. What is this document?
2. [References and process](#)
3. [Workbook 1 - Dos and Don'ts](#)
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5. [Workbook 3 - Slogans](#)
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References and process

The IDN has been tasked with creating a slogan to qualify the word "Degrowth".

Read these first.

- [Branding Wokshop minutes](#)
- [IDN Storytelling](#)

Process:

We will use the matrix room and this document for ideas. This process will culminate in an event at the Degrowth Conference in Pontevedra, June 2024.

The ideas will be discussed over the following meetings.

- Feb/march meeting - output: have a does and don'ts list (workbook 1)
- March meeting - output: elements of the slogans (workbook 2)
- April meeting - output: produce some slogans (workbook 3)
- May meeting - Prep the pontevedra event (workbook 4)

Link to the Slogan room on IDN Matrix <https://matrix.to/#/#idn-slogan:matrix.org>

Workbook 1 - Dos and Dont's

What should the slogan be or do? (e.g. should be positive)

What should the slogan not be or not do? (e.g. shouldn't be difficult to translate to multiple languages.)

This part of the process will be discussed at a **meeting at 9am CET Wednesday 28 Feb**
at this link: <https://meet.google.com/jkn-aysg-xbn>

	Do - things the slogan should be or do
	Don't - things the slogan should not be, or not do.

	DOS and DON'Ts	Comments Upvote comments by adding your name, or +1
1	something positive – not what we fight against but rather what we strive for. Affirmative.	- agreement on this during 26th Jan meeting. 28th Feb Meeting: Jeroen (J): This is important as Degrowth is what we don't want. This works for us, but doesn't work in the outside world. Olli Krollmann (OK): Was originally turned off and now understands that it's the perfect term. But a pos slogan would be helpful. Could even have "degrowth -" and something positive. On the perfect term - instinct is to think it's radical and unachievable, too utopian (like zero waste) but talking, reading and understanding, realised that the de is a placeholder for a lot of things. But de, as in many concepts, is positive. J: Degrowth is annoying because, it annoys people. OK: Yes, provocative, annoying, confronting. JP (JP): Agrees that it should be positive. Shouldn't be what we're against. Name already includes 'degrowth' which is what we're against. Slogan needs to be something we look forward to.
2	Not be aggressive	28th Feb Meeting: Agreed.
3	not be for the degrowthers. it is for those outside of the mvt. Think about how the is slogan perceived from the outside	- We need to help growth-addicted people envision themselves in a growth free future (if they have recognised their addiction & are willing to move out of it) 28th Feb Meeting: J: Who are we doing this for? People who are not yet convinced? OK: A slogan might have meant I wasn't turned off initially. A positively worded slogan might have made all the difference. OB: Non-academic language.

		JP: Should be outward facing (not trying to convince degrowthers) however it should still feel relatable for the degrowth movement. Centrists, liberals, conservatives. Make them WANT something, make them realise that the system doesn't make us happy. Both the global south and north should feel welcome. Should be "appealing". Agreed.
4	It needs to resonate well with working classes, people from global south, people that finds it hard to make ends meet	28th Feb Meeting: Jeroen - this adds to what we said in point 3. JP: The movement as a whole doesn't focus enough on things that materially impact the quality of life, social side of things. Not economics but 'bread and butter' issues. Practical economics instead of academic economics. Agreed.
5	maybe avoid the word "economy" because "degrowth" already evokes the economy and what we strive for is not a focus on the economy but on wellbeing & environment	28th Feb Meeting: OK: Should be a hard avoid. Agreed.
6	Include something about community/collaboration/connection, as this is the center of the IDN's reason for existing.	28th Feb Meeting: Agreed.
7	language: be in english	28th Feb Meeting: (as a first step, but see point 9 for more detail)
8	easily understandable, in particular for non-english speakers	28th Feb Meeting: J: As many times it will be read in English it shouldn't be difficult to understand in English. OK: Whatever language we translate to, it should be in common words. Minimise the risk of people thinking of different things when they read the slogan. J: Is happy to use the word 'simple' OK: There are schemes to simplify English. JP: If we want to ref something, wikipedia has a simple english version. Agreed.
9	Easily translatable (and conceptually relatable) into other languages like spanish (other candidates, chinese?)	28th Feb Meeting: OK: Should be translatable. J: have verified consistent translations in several other world languages (spanish, french, arabic, hindi, swahili) should also be consistently used OB: Conceptually translatable as well as the language. JP:

		Agreed.
10	Non-academic	28th Feb Meeting: Agreed.
11	Avoid "footprint".	28th Feb Meeting: Agreed.
12	Limits? which is a part of degrowth.	28th Feb Meeting: JP: Is it disingenuous not to mention this? Instinct is to avoid. OK: We should be mentioning limits, because we don't mention them enough. It's something we have ignored for far too long. If it's enough to put some people off, then we have to accept we can't win them all. But juxtaposed with something positive, it could be a good thing. We have to accept the limits and no one talks about it. JP: Are we contradicting our 'do' on points above. Agree with OK but things most people would not see it as we do. The abundance of time, creativity - these are real versions of 'wealth' that feel more inviting. We could take back the notion of freedom instead, for example. OK: We are going to struggle to find enough words that haven't been coopted by others, including the right wing.
13	Avoid words that have a connotation in other settings (political, ideologies) e.g. freedom, love, economy.	28th Feb Meeting: OK: These words are loaded. Jeroen: This is jumping ahead to word choice.
14	Being and doing well and having everything to meet your basic needs without negative side effects	

Workbook 2 - Elements of the slogan

What elements - words or concepts - should the slogan include?

This part of the process will be discussed at a **meeting on March 29th, 9 am CET** (<https://meet.google.com/cvd-fmah-fdy>).

	Elements	Comments Upvote comments by adding your name, or +1
1	well being	- Vlad & Olli expressed strong support for that word (in general when talking about degrowth, not specifically in relation to the slogan) Popular Important Takes focus away from 'economy'
2	life	- "life" seems vague - ... but degrowth embraces life in all its forms? life as the opposite of death (breathing, survival) - maybe we don't exclude that word but try to find more specific ones.
3	Care/ Love	love: like life, quite a big concept. Works together with caring.
4	environmental/ Ecological/ Organic	sustainability is perhaps too overused of a term (also why only environmental?). - Martin need a word that is more thriving and full of life than just "sustainable" environmental/ecological is fine though organic? heavy food connotation. idea of growing till it's mature
5	The future/ Present & future	sf taking care of us, planet & the future not mentioning just the future without mentioning present.
6	Having plenty/ Abundance/ Public Luxury/ Radical abundance	abundance is a powerful word. Is it accessible enough? "plenty" is easier nicely resonates with degrowth concept of public luxury
7	Flourishing/ Thriving	
8	Balance/ Harmony	accessible/universal - but still an implication of reduction in quality of life within and between people, their societies, and more-than-human nature (nature that isn't human)
9	Home	- comfort, planet, place where you are accepted as you are
10	Trust/ share	
11	Together	together is more active than "for all" (which is more about receiving)
12	Happiness/ Happy	fun! it would feel radical to have a slogan with the word "happiness" negative connotation of happiness: people shouldn't expect to be happy but rather to be content felice - in the MDF (italian mvt)

13	For all/ Inclusiveness/ Inclusivity/ Everybody/ Intersectional? More-than-human life/ Mother-Earth/ Other animals/ Eco-centrism (vs. anthropocentrism)/ Multispecies justice and well-being	encompassing for all more than human → a bit more peripheral to degrowth? an edge zone. too long. not accessible, too long, can be offensive to feminist circles or be read as coopting
14	social justice/ Justice/ Just/ Equity/ Fairness,	- empty concept? - abstract concept to non native speakers - negative connotation of the word "justice" → law, being told off - concern with translating the word "just" - equity has been coopted by financial sector but means more than that (context dependant version of equality)
15	Freedom/ Liberating/ Emancipatory	- trump association - problematic that the right has taken up the narrative of freedom ... free within the chains of capitalism. - freedom is a word that touches people at their core - depending on your level on consciousness, freedom can have totally different meanings. - if we use it, it has to be clear what we mean - is the word too loaded for us, and the slogan is not the right place to redefine it?
16	Fun/ Celebrating/ (Together)/	
17	Radical democracy/ Democracy/ Planned/ Collectively/	meaning of democracy - should we try to reappropriate the word and its participatory decision making meaning? can be confusing because that is not what democracy means to lot of people
18	Evolving consciousness	not easy to fit in a slogan something to inspire?
19	Priority/ Prioritise	The balance of parts of degrowth (economy, community building) will vary depending on where on the globe we are talking about, but to use prioritise alongside another word like wellbeing allows for local flexibility in that balance and for the balance to change over time. what would a verb be? how to account for local specificities & needs?
20	the donut	- Do we really want to mention the doughnut? is it too niche? People who know the doughnut are already convinced. Life & care for example are easier to understand

		- On the other hand it would express that degrowth and doughnut economics are aligned, and that degrowth is as much about reining in the ones who are out of bounds as it is about lifting up the ones who are in the hole, instead of being yet another completely different approach - Not a fan of using the doughnut to communicate widely on degrowth. I find it too reductionist, positivist, reformist and data-centric compared to the pluriversal, post-capitalist, and decolonial idea of degrowth - Martin Noémie: Agree with Martin - outside of the doughnut, people don't know about the doughnut
21	equilibrium	- or balance?
22	steady state	
23	closed-loop	
24	homeostasis	too tricky a word
25	stability	life is all about change, seasonality, improving social arrangements etc
26	decolonial/ Anti-imperialist/	important to raise awareness/empower BUT we don't wanna coopt Also not a great selling point de-colonial says what you don't want → negative, so we don't want it
27	indigenous	
28	Pluriversal	no one knows what it means beyond the degrowth bubble Ideally we'd make it so obvious that they are central that we don't need to say it
29	"we're good" and don't need to "get bigger" to get better	sufficiency? good enough? average? "more than enough" campaign - we should not (knowingly) use the same slogan as other people! not appealing
30	Conviviality/ accessible	too niche a word? even in the degrowth mvt
31	planetary justice	
32	Radical	is radical universally perceived positively? appealing to younger people? term that is loaded in both way - both positive & negative meaning of radical = from the roots... that meaning has been lost.
33	Post-capitalism/ Anti-capitalism	what we don't want - no go
34	lower transaction costs/	technical transaction costs are costs incurred because we don't trust each other idea of trusting & sharing
35	Intergenerational/ Enduring	too specific, too heavy multigenerational = goes on for a long time.

36	Mature	mature things are beyond growth too static?
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Workbook 3 - Slogans

Suggestions for the slogan itself.

This part of the process will be discussed on **Wednesday 24 April 2024** (<https://meet.google.com/eef-deno-rvq>) and a second meeting in May 2024, when a very small number of slogans will be selected to present/vote at the Degrowth Conference in Pontevedra in June.

BACKUP LINK for meeting: <https://meet.google.com/cfc-sjim-fxz>

****See the table at the top of this document for a shortlist of slogans - you can vote there!****
[link to table](#)

No.	Slogans - potential slogans that were discussed (Long list)	Number of votes (please vote here)
1	Enduring Collective well-being within ecological limits	Precise and to the point +1 We can use the formula of David O'Neal: "A good life for all within planetary boundaries" I find it more precise and clear than "collective well-being within ecological limits" - Martin Added "Enduring" to emphasise that wellbeing extends to the future, too - Oli There is potential for some clever wordplay or graphics design here, as the word "well" is hiding in "Within EcoLogical Limits" Shortening it to "just enough within ecological limits" would make the first letters spell the word "jewel" On first read, the word enduring feels like a verb happening to me...as in I have to endure this wellbeing. Maybe we could make the first word a verb instead of an adjective? Fair point - it is ambiguous. I have a hard time finding a word that describes that collective well-being has to be a durable,

		persistent state, not a transient or temporary state. "Perennial" comes very close, but it's an odd word for a slogan. Happy to drop "enduring" if we can't come up with something better.
2	for an economy in service of life life in service of life In service of life.	Too general? best to avoid the word "economy" as stated above
3	love life, love each other	Too "hippie"? yeah, maybe it is too hippie, or too simplistic? But I like the use of "love"
4	maybe we copy an existing slogan like buen vivir	Too short, too vague. It's possible to live well in capitalism, so what is the message? What are we trying to achieve? (OK) Yes - but those working with it have given it meaning and it has traction (Jeroen) Concern around shortness, but also not knowing the movement. What is 'good'? (OK) Taylor agrees with Olli
5	Degrow and prosper (or degrow and be well) thrive and prosper	Good for the Star Trek crowd I actually think this is a powerful way to highlight that degrowth is not about recession - although maybe it is too star treky haha Don't want to repeat 'degrow' in the slogan Could be good for a meme
6	vision, cooperation, the good life	
7	enacting to enact / for lasting wellbeing	three -ing words, difficult to pronounce beyond that negative aspect, I think it is a powerful one
8	Frugal Radical Abundance Radical abundance, global wellbeing	used a lot in France could be nice (either as a part of the slogan, or as the slogan itself) A good point is that these are words that aren't overused, so people need to understand them
9	For more of what really matters What really matters.	Playing with the contrast: degrowth implies "less", but we will actually have more sounds nice; should we define though what it is that really matters to degrowth? OB: Not sure this is really telling us anything OK: A lot of what is happening now doesn't matter, and this is the alternative Jeroen: But this is 'what we want'
10	Prioritising/prioritise wellbeing, not profits.	Every region can 'prioritise' in their own way. again we state what we don't want, although

		prioritising wellbeing could be a nice element.
11	taking care of us, planet & the future taking care of the planet, the future and us.	why not!
12	enough for everybody	+1 OK: Would prefer it had a modifier that alluded to limits, otherwise the boundary is not there J: Gandhi said the world has enough for everyone's needs not everyone's greeds
13	when less means better For a world in which less means better	nice and catchy. I wonder if "less" is the right word to use since de-growth already communicates this. I like...maybe "for a world where less means better." Taylor: Likes the broader appeal that the environment lacks Has happiness in it
14	When enough will be plenty for all Enough is plenty for all Enough is plenty	why not use present tense? +1
15	wellbeing for all, forever	no verb needed, emphasis on universality and temporality, inspired by Sam Alexander's "enough for everyone, forever"; forever - suggests a system that lasts well into the future, observing planetary boundaries "forever" sounds a bit restrictive to me - deciding now for the eternity doesn't sound so appealing
16	A planet that feels like home (making a planet that feels like home)	
17	something that incorporates the word "building" "Building a world with more of what matters." "Building a world where less means better"	
	<i>Note from 24th April: The below are the lists we made as individuals, from the long list, in te meeting and then we compared. We had a final 7.</i>	
	Taylor: Building a world where less means better Building a world with more of what matters taking care of the planet, the future and us. Radical abundance, global wellbeing For more of what really matters	Taylor: Drawn to the active ones with verbs
	Olli: Collective well-being within ecological limits For more of what really matters taking care of the planet, the future and us.	

	wellbeing for all, forever Building a world with more of what matters.	
	Jeroen: What really matters Taking care of the planet, the future and us Wellbeing for all, forever Enough for everybody Buen vivir	
	Odetta: Radical abundance, lasting wellbeing Radical abundance, global wellbeing Taking care of the planet, the future and us More of what matters Enough for people and planet	
	Taylor: 4 Taking care of the planet, the future and us 4 Building a world with more of what matters / For more of what really matters 2 Wellbeing for all, forever 2 Enough for everybody / enough for people and planet 2 Radical abundance, lasting wellbeing / global wellbeing	
	<i>Note from 24th April. Below are the slogans that we decided not to use</i>	
3	Let's grow to degrow	Contradictory? GH: I came up with this one merely as a placeholder during the website wireframing process. It's not ticking the boxes of the prerequisites mentioned above; what is more, it contains even two clear red flags, playing with the word field of (de)growth + using the verb "degrow" itself which disqualifies this slogan immediately. I am strongly against this previous suggestion of mine :D I will add some alternatives though at the end of this list. +1
4	For people not profit	Too vague? It is, but I think the 'people before profits' speaks to a very wide audience right now. What about something like "Wellbeing over wealth; people before profits." People before profit does have a nice ring to it, but it is still explaining what we don't want (profit, or focus on profit)
5	Growing connections for a caring economy	Also a bit vague? doesn't sound bad to me, but we'd need to tweak it to be more precise (and remove economy?)
6	Help The World Overcome Rampant Greed & Existential Danger	Maybe not as a slogan but rather an image or meme;

		to make the wordplay (capitals = DEGROWTH backwards) visible Fun, but stating what we fight against as opposed to what we strive for
7	Sustainably Thriving: Less Growth, More Equity	less growth is not always accurate — degrowth advocates for all sorts of growths!
9	an economy that feels like home	What does "home" mean in this context? economy economy again... Do others feel as strongly against that word as I do?
10	love is our guide	Guide to what? Sounds like a religious group slogan
11	Enough! Enough <3	Hard to understand
13	Grow health, not wealth	Catchy, clear, and "degrowthy" Is 'health' a bit medical? health doesn't necessarily sound medical to me, but the negation may not be ideal (stating what we don't want as opposed to what we want)
15	today's challenges answered with a smile	hm... not specific enough?
16	building our future together	Too overused already
	building the tomorrow we want	Too overused already
17	make a new world happen	Too overused already
18	-our power, our glory	Too much extrinsic motivation
22	Degrowth or barbarism/fascism	a twist on the classic "socialism or barbarism" hm, sounds a bit violent and overly black/white. Also states what we don't want but doesn't explain what degrowth is
24	finding/lining in the equilibrium between human & environmental wellbeing	sounds somewhat scientific, but I like the idea behind it OK: But environmental and human wellbeing aren't different
27	-degrowth: life is more than the economy	doesn't really tell us what degrowth is
28	Wellbeing without borders/	(between people, countries, species, living nonliving actors) tells us about what we don't want — borders. In that case I think "without borders" means "internationally" so i see it less as defining what we don't want (althout technically it is a negation)

		1. Create opportunities for cooperation between degrowth affiliated groups within and across borders. one of our aims addresses this Sounds like NGOs like “Médecins sans frontières” or “Engineers without borders” that travel to disaster zones to provide humanitarian relief
29	abundance, justice, fun and freedom for all	sounds like we're getting to a list of key words that define degrowth. Maybe this can be integrated to teh final slogan in a way or another?

MUST HAVE

Simple
Easy English
Visual
Emotional
Educative
Realistic

NICE TO HAVE

Inspirational
Mindful
Word Play
Attention

TO AVOID

Defensive or negative
Aggressive
Promotional
Conventional
Academic
Ideological
Politically
corrupt
Unpleasant facts
words or too much
degrowth, academic
jargon

LIST

- sustainability
- green
- 20, 30, 40, humanity
- social
- healthy
- freedom
- wellbeing

(VERB)* +

ADJECTIVE +

SUBSTANTIVE +

ATTRIBUTE

"Slogan might directly start with 'verb'"

Building

Creating

Cultivating

Empowering

Nourishing

Nurturing

(a)

Abundant

Common

Enough

Happy

Just

Planetary

Plenty

Simple

Thriving

(& adjective 2)

Balance

Earth

Economy?

Future

Nature

Prosperity

Society

Tomorrow

Well-being

for all

for a (just) transition

(that creates) more with less

within (planetary) limits

Examples:

Creating an abundant future for all.

A happy, abundant future for all.

Thriving in balance while caring for all.

Striving for justice,

Thriving in balance,

Living in peace.

Personal Favorite:

Var. 1 For a world in which less means better.

For a world in which less is better.

Var. 2 For a world in which enough will be plenty for all.

When enough will be plenty for all.

Voting on Slogans

How to vote: Make a distinct mark (+1, or add you initial) next to the one or two slogan/s you like best. Don't vote for more than two.

What happens next: Five slogans will be taken to the assembly in Pontevedra, June 2024 where final voting will select one.

No.	Short list of Slogans	Number of votes (please vote here)
1	Taking care of the planet, the future and us	OB, JB, NC https://docs.google.com/document/d/1ALu5Q4_YeXAe9mhXPgx9wPRRge4uB48eGpSi0

		XvUdz8/edit?usp=drivesdk
2	Building a world with more of what matters	OK, TA, JP, OB, VO
3	Wellbeing for all, forever	MCF, VB
4	4a. Enough for everybody 4b. Enough for people and planet	
5	5a. Radical abundance, lasting wellbeing 5b. Radical abundance, global wellbeing	TA, JP, NC
6	Collective well-being within ecological limits	OK,
7	Buen vivir	

OK = Oli Krollmann
 TA = Taylor Ahlstrom
 JP = JP Arellano
 JB = Jerome vBeele
 VB = Vlad Bunea
 OB = Odette Brady
 VO = Valentina Otmacic

Survey Responses

A broad summary

1. Wellbeing was noted by more than one respondent as being easy to hijack. Other terms which respondents were concerned about were 'taking care', 'more of what matters' and 'enough'
2. Concern that the slogan wasn't urgent enough, that the emphasis on positivity meant the 'degrowing' part (reduction) was lost, and that it lacked a social justice element or was too 'middle class'.
3. There are multiple and varied views on the term 'radical abundance' - that it's not easy to translate (neg), that the word abundance should be reclaimed by anti-capitalists (pos), that radical it doesn't speak to limits the way 'frugal abundance' does (neg).
4. On translation, there were concerns, but respondents also gave potential solutions (except for the word 'radical', see above).

Minutes of meetings

Thursday 11th July 2024

Present: Odette, Jeroen

- Would people have felt differently about the slogans if they had understood the process better?
Would it be a better use of energy to make many varied slogans?
- Could we go back to the general circle and say, this is what we've done, this is where we're at. What was the slogan for? Can we solve this in another way?
- Odette says - she knows that JP disagrees and would like to continue working on a slogan (but he is not here).
- One concern, is that it's very difficult (is it possible at all?) to make one slogan that can encompass the whole degrowth movement/community?
- Would a set of statements be better?

Monday 17th June 2024 (Degrowth Assembly, Pontevedra)

Additional suggested words and phrases:

Life/living

Slow

Long lasting

Home

Rich

Security

Conviviality

Well being

Good life for all

Decolonisation

Calm tech

"Thriving in balance"

Frugal abundance - been used lots. Latouche (Frugal Innovation is a movement - could cause a problem conflating the two)

Question: Why have a slogan?

Ans. Degrowth word that is not attractive

Question: Vincent; but the word is there to say that, why have the slogan?

Answer: but it's not to replace the word, it's to make it relatable to people who are not used to the idea

- maybe we need to have diff slogans for diff audiences?

Relate it to the body, using the idea of balance and harmony is more appealing than "limits"

Good life for all, instead of wellbeing because wellbeing is already a slogan we are using.

We have already been using that, why change it

Less and better

There is a buen vivir movement happening in south america, global south and indigenous perspectives

Should we be appropriating? Or should we come up with something a little different than that.

Good life for all - too generic, all movements say that

"Radical abundance"

the idea of global justice is missing - consciously trying to put forward that it's

Decision: not to suggest a final slogan at the plenary but cut them apart and ask for opinions on the parts.

Suggestion is that we choose one and then work to make it better via mentimeter.

Wednesday 22 May

Present:

Olli

Jeroen

Noémie

Taylor

Odette

The slot in PV will be 40 minutes long in the afternoon.

- Jeroen - happy with anything we get,

Agreement that 40 mins is okay.

Odette - what is the goal of the session? Are we voting? I thought that what we wanted was to leave the event with the slogan, so working on it is not that.

Taylor - Thought that in this meeting we would be narrowing slogans down to a smaller number. Imagining a process where a small number of slogans are presented and voted on.

Jeroen - so you're saying that we don't continue working on the slogans themselves?

Taylor - yes, well represented and lots of consensus was put into these.

Noémie - To clarify, they are breakout sessions and parallel with other sessions, and then there is time for voting. We have time for a session and for voting. Just to be clear, breakout isn't with everyone, but voting is everyone. Had understood that there would be a creative process. Could use the process to refine was slogan?

Jeroen - do we know what format is required?

JP - Had forgotten about the plenary. Have been trying not to think of it as a vote, more as a level of acceptance. We will be using sliding scales on menti. The average gets put on the screen. Was very much in line with N's vision for the breakout session. Explain how we got to where we are, refine up to two slogans, word by word, and then take something to the plenary.

Odette - understands the same as Taylor. That we have narrowed it down to discuss, and not change wording. Suggestions to have a discussion and use menti is great for temperature check, but doesn't want to support any rewording.

Jeroen - personally thought that what we have done so far was prepping a creative session in PV. Would like to do a session, 40 mins is short, that's why, to J's mind, we have done the

Noémie - what do you mean by a creative session?

Jeroen - one idea is that in the sessions that we had lots of words and slogans popped up. What we could do for 15 minutes is let people put these on the ground and see what comes out. If something great comes out that's good, but if not we have the ones that we prepared. Maybe something comes out that we didn't think of. We are six people now, which is more than what we have had so far.

Taylor - loves the idea of walking through the process. Worried about rewinding too much. Explaining that process and helping people get there will help people see how we got there. Paper on the floor seems more like rewinding.

Olli - pushing back a bit harder on starting again. What we did was structured. We did stick to a process and anyone could have taken part, it was well communicated. There are those of us who think that what we did so far was - what? - an exercise? That feels like a slap in the face. Supports presenting the slogans and explaining how we got here, that's fine. But doesn't want to open it up to rephrasing because all the work we have done would be in vain. In the interest of keeping it in one session of 40 mins, that's how Olli sees the approach. Otherwise what have we been doing up to now?

Jeroen - reacting to the concern that opening up means we won't end in time and that what we have done would be useless.

On the first point - convinced that we would be doing extra to enhance the set of three slogans. If we end up fighting with each other, we have three slogans from our process to fall back on. But what if we come up with something better?

Noémie - Understand's concerns but there are more than us 6 in the IDN and not everyone has time to engage yet still wants a slogan that presents all of us. Not an opp for changing everything. Not likely to be 200 people. Won't be opportunity to overthrow everything. Doesn't think there will be a desire to do that, but it could be a chance for positive feedback.

Taylor - agrees that as it's smaller. Ten minutes explaining what we did, then saying we're not trying to reinvent the wheel. It's not that opening up to anything is opening it up to everything. Doesn't know how many to bring? 100% on board with tweaking and feedback session.

Moving towards: Agreement on a session where we explain what we did, ask for opinions on a small number of slogans, then refine to a smaller number to be interacted with on menti in the plenary.

Olli - we seem to be reaching a compromise. Not going to be there so doesn't want to add pressure. Frankly surprised. A dominant person could push an idea and it could end badly. Might end up with no candidates to vote on and that's a danger. If you're willing to take that risk, and Olli he wouldn't, he won't stand in the way.

Jeroen - feels confident a person like that could be handled.

Agreement - we bring three slogans and use menti to choose between them.

JP - there are options to do that. Either all at once, or three different slides.

Taylor - simultaneous votes mean you vote to generously on the first ones.

Olli - Agrees with Taylor.

How many do we have? Seven but two are unpopular so we remove them.

Session will be 2.30/3.10pm - plenary is 16.50-17.20.

(JP will send info to Olli re assembly)

JP - we need someone to facilitate this session. It will happen at the same time as vision mission aims, research, european and global south (and maybe another, note taker didn't catch them all :).

Jeroen - will be there for sure.

Either Taylor or Odette will be there too.

Noémie - if the programme stays as it is Noémie will be there but would rather not facilitate.

Jeroen - will do, happy to do it with others, otherwise can do it alone.

Taylor - sounds like we need presentation materials?

Jeroen - can do that

JP - unlikely there'll be a projector

Once there are three slogans, we'll put them in the menti slides

16.50 - 17.20 - menti votes

Olli - How do you plan to get from five to three? And you would open it up to additional ideas? How far are you opening it up?

Jeroen - have a preference to start without direction

Olli - you're still insisting on a from scratch process?

Consensus from others that we don't do that - that instead ask people to tweak the five that we have. (Jeroen acknowledges and agrees)

Taylor (and agreement) - the process should start with how we got here. If someone wants to try and override everything they can be heard, but it's unlikely.

Jeroen - if there are enough people to have groups they could do fifteen minutes with one slogan.

JP - Hybrid?

Odette / Taylor - yes

Jeroen - no, but okay

ACTION: Odette to prepare the 'history of what we did' doc to be looked at on screens (phones) during the session

ACTION: Jeroen to facilitate the session with the format:

- this is what we did
- how would you tweak or adjust these five options?
- Concluding with a final three options.

Friday 29th March

Present: Jeroen, JP, Noémie, Odette

J - proposes walking through the entries and add comments or changes.

Noted - agreed that we should keep in mind the vision and mission room.

Noémie - Offers to be link between this circle and that one.

JP: suggested we review the example vision and mission for context

Pontevedra - workshop at the assembly

- 60 - 90 min max

- idea to bring ~3 slogans + bring a vision statement + a list of words & dos and don'ts
 - people can approve a slogan, or also design a different slogan based on the list of words & dos & don'ts
- Expect 80 people ish. Brainstorm session?
 - Run parallel sessions? a group on slogan, a group on vision mission, a group on etc.
 - Large group brainstorm is possible too (Jeroen has experience with it), and we also want more people to agree on it. → to be decided by orga team.
- Idea to print out some words (in green) and create slogans
 -

Two more meetings, April and May.

April spend five mins thinking about pontevedra.

May get specific about planning Pontevedra.

Meeting notes:

Jeroen, JP, Olli, Odette

Plan: Go through the ideas we had before (notes in table).

Check out:

Odette- we have agreed the points. Can we use them as a checklist moving forward?

Olli: Happy with this meeting and the way we are working. Thanks to Jeroen, agrees with the checklist idea.

JP: Fruitful meeting. We are getting somewhere, curious to put it into chatGPT and see what comes out (LOL). Confident we will have options for pontevedra.

Jeroen: Agrees it was a good meeting, will organise the next meeting.

Friday 26 January 2024

Present: Jeroen, Noémie, Odette

Meeting notes

How to take decision?

- have a 2 hours ish event. Involve as many ppl as possible - make it some sort of game, or event in pontevedra? fun, engaging. Risk of having a slogan that is a bit messy.
- We need to get people excited so they participate in Pontevedra event.
- don't commit to using it as a slogan.
- Final decision: GC, who could delegate to another circle - ie Comms.

To dos:

Jeroen will see if we can have a bit of space in the Pontevedra conference. Might use some of the Assembly time if not.

decide what will happen at pontevedra event. will people vote? add words? suggest slogans?

Ask whether other IDN people agree to the idea of an event.

Work on the dos/donts list. According to what we get to, prepare for pontevedra event - ie if we already have a nice list of words we can ask people to think of slogan.

Feb/march meeting (organised by Odette)

output: have a does and don'ts list

March meeting

output: elements of the slogans

April meeting

output: produce some slogans.

May meeting

Prep the pontevedra event (what activity, methods, exercises etc do we want to do).