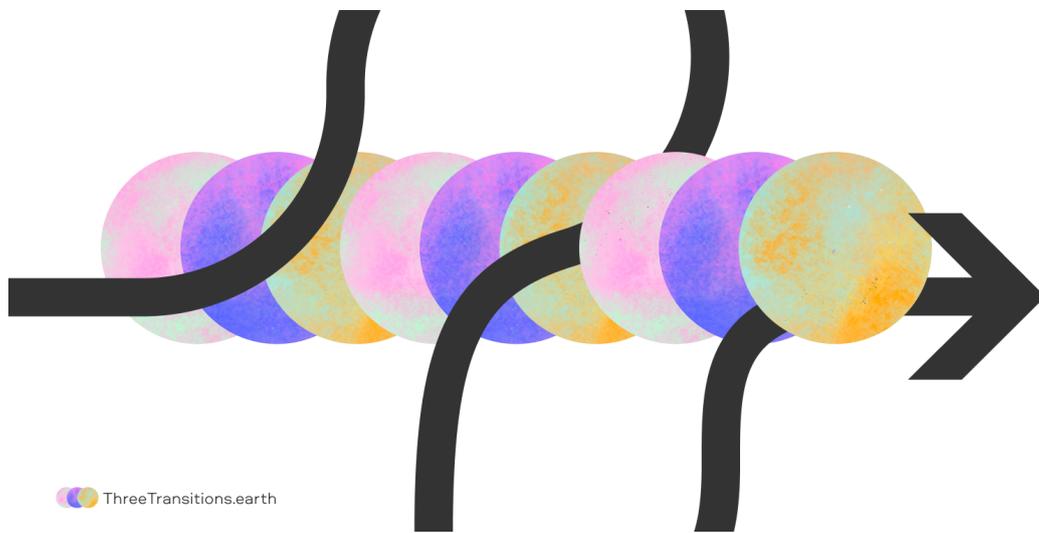


# Takram

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## Radical transitions: three pathways to positive futures

Co-developed by Takram for Hitachi, an interactive web experience offers practical optimism in the face of climate crisis



Avoiding climate catastrophe and environmental destruction can seem like an unfathomably complex and insurmountable task. From governments and organisations down to individuals, most of us recognise that change is urgently needed, but many don't know where to start.

In 2020, the R&D division of Japanese multinational Hitachi embarked on a year-long research project, joining forces with the global innovation studio Takram to create a clear roadmap to a viable sustainable future for the world.

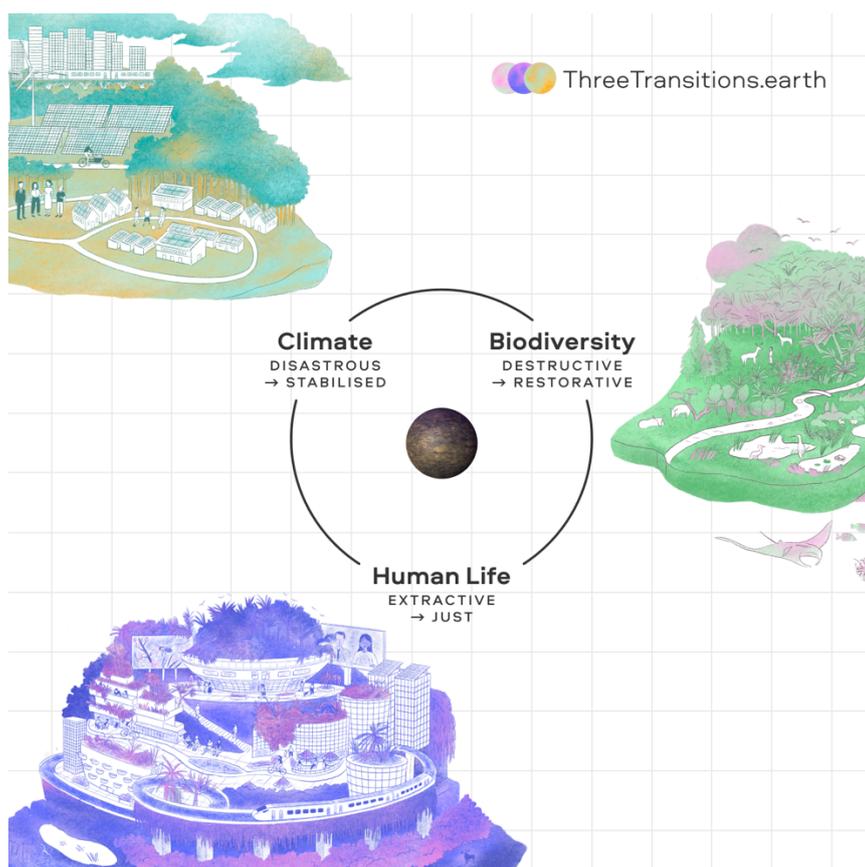
First shown at Hitachi's exhibition in COP26 in Glasgow, in which Hitachi participated as a Principal Partner, [ThreeTransitions.earth](https://www.threetransitions.earth) is an intuitive, informative and inspiring interactive web experience designed by Takram that provides a framework for thinking about global crises and a starting point for radical action.

# Takram

## Transition thinking – focus on the journey, as well as the destination

To create [ThreeTransitions.earth](https://www.threetransitions.org), Takram and Hitachi rooted their thinking in the principles of transition design. This is the idea that it's impossible to accurately imagine transformational outcomes for the future when you're embedded in the paradigms of the present. However, by focusing on the process of change rather than the outcome, it becomes possible to develop viable routes to positive futures.

At COP26, Hitachi invited international delegates and the general public to explore the project's findings via the intuitive and engagingly designed new digital resource. Now, by opening up their research and making it public and accessible online, Takram and Hitachi hope to provide the best possible starting point to improving our relationship with the natural world.



# Takram

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## Three routes to a better world

Three Transitions builds on the first iteration of the research conducted by Takram and Hitachi, Transitions to sustainable futures, which was published online in March 2021 and examined nine necessary transitions from the perspective of leading organisations and thought leaders.

For this iteration of the project, the nine transitions have been distilled into three essential and interconnected transformations centred on climate change, biodiversity and human life. For each of the three, the site explains:

How transition thinking can help us describe and visualise global challenges;

- How different pathways and transitions are interconnected;
- How alternative, positive futures can be imagined in the wake of recent crises; and
- What further resources are available to explore the actors, theories, and data behind each obstacle and breakthrough.



# Takram

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## 1. Climate: Disastrous -> Stabilised

From fires to floods, extreme weather events and climate catastrophes are becoming more frequent and increasingly deadly. At the same time, our energy demands are growing and the global reliance on fossil fuels is proving seemingly impossible to shake. From this perspective, COP26's stated aim of curbing the Earth's surface temperature increase to 1.5°C is undoubtedly a challenge, but might there be cause for hope? By opening up the energy industry and incentivising the development of green infrastructure we can break our dependence on fossil fuels and move towards carbon-free manufacturing and ways of living. And by entrenching inclusion and equity in policy discussion we can diversify the voices we listen to and make better policy.

## 2. Biodiversity: Destructive -> Restorative

Humans are causing the mass extinction of animal and plant species, exacerbating climate change and the conditions in which pandemics can occur. But it's not too late to reduce and even reverse human impact. If we can reassess our attitude to the natural world, protect the ecosystems that surround us, and learn to value and celebrate biodiversity, there is hope for a future in which human civilisation enjoys a mutually enriching relationship with nature rather than an exploitative one.

## 3. Human life: Extractive -> Just

A culture of untrammelled consumption, convenience and the relentless pursuit of growth has negatively impacted nature, destabilised the climate and entrenched inequality in our own society. This is the result of short-term thinking; if we extend our horizons, and adopt circular practices and an intergenerational mindset, then perhaps we can dethrone profit as the principal driver of the human economy and ensure a fairer future for ourselves, our descendants and nature as a whole.

Although ThreeTransitions.earth takes an unflinching look at the biggest challenges of today, and recognises that there are no quick fixes or technological silver bullets, the project is far from pessimistic. Takram and Hitachi believe that if we focus our thinking and discussion on these processes of transformation, the necessary actions we need to take will become clearer – and the barriers to change will no longer be insurmountable.

# Takram

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## January event with 5x15

The ideas explored and issues raised by ThreeTransitions.earth will be investigated at a live public event hosted in conjunction with the inspirational speaking and storytelling platform 5x15. Held on 27 January 2022, the event will offer an exclusive opportunity to hear some of the leading thinkers on the challenges and possibilities of the three transitions, and our pathway to a viable future.

Details will be confirmed soon, but in the meantime, [ThreeTransitions.earth](#) is live and open to explore. To stay up to date with the project as it develops, discover cutting-edge sustainability initiatives around the world, and receive updates about the January event, sign up for newsletters from the project team using the form at the bottom of the Three Transitions website.

ENDS

*For more information about Three Transitions, to speak to the Takram team, or to register interest in the 5x15 event, please contact Emily Ward at Zetteler via [takram@zetteler.co.uk](mailto:takram@zetteler.co.uk)*

### **Takram**

Based in Tokyo, London and New York, Takram is an innovation design agency that works with brands and organisations including Sony, Toyota and Google on everything from brand design to future-mapping. Much of the studio's thinking is concerned with transition design – the growing cross-disciplinary approach aimed at addressing problems confronting 21st-century societies. Never tying itself to a single industry or output, Takram collaborates with government organisations, businesses and individuals to plot probable and preferable futures, and to design the products, services and brands best suited to thrive in them. The studio's talent lies in mapping the abstract and transforming it into the concrete, turning even the most improbable-seeming speculations into prototypes, products, brands and experiences.

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