

## TRANS-GENERATIVES 2030

March 14 to April 1<sup>st</sup> - 2022

**Impactful actions for a sustainable future through art and science**

### CALL FOR ACTION

**Participative performances, hybrid presentations, workshops, round tables, scientific communications, hackatons, mobs, apps, role-plays, games, ...**

The TRANS-GENERATIVES 2030 inaugural initiative by the UNESCO Chair at ARTEM-ICN and the CEREFIGE-Université de Lorraine proposes to build a network of sustainable practices, research and education across a diversity of regions, countries, communities and cultures, focused on introducing imaginary, symbolic and aesthetic dimensions into functional rationalities, in order to feed and influence decision-making processes towards sustainability transformations.

The issue of sustainability and the pursuit of Sustainable Development Goals (UN Agenda 2030) requires a global and collective effort, particularly in the fields of social economic organizing and the production of value. This effort is often hindered by the excessive attention paid to specialization and individualism at the economic and social level, which leads to the destruction of values, both material and immaterial, in favor of a continuous acceleration of consumption and cycles of expiration and renewal of goods and services, including in the areas of the common good and culture. The race for innovation means successive crushing of actions, goods and identities into worthless waste (Zsolnai 2014; Baumann, 2005). A change of mentality is necessary, oriented towards inclusiveness and based on the recognition of difference and borders as territories to explore. New models of collaboration and transdisciplinary partnerships are needed, which collectively address complexity in sustainable ways (European Partners for the Environment (EPE), 2020), and co-produce knowledge with broad participation and root action, and consideration of diversity.

We propose to answer questions about the development of inclusiveness, the exploration of differences and the creation of participative knowledge, through the integration of the arts with the humanities and natural sciences, thus grounding a crosscutting sustainability science (Unesco

Bridges, 2020). Only an approach that mobilizes all human capacities, at the conjunction of the imaginary and the rational, can foster a truly intercultural understanding of change, and ground more inclusive approaches in the field of social, economic and cultural organization. By relying on descriptive complexity, anticipation, dysfunction, disruption, interdisciplinarity and the search for alternatives, which are the ordinary means of art, we can work to transform our conceptions of the human being and his or her relationship to the world.

Nevertheless, it can be difficult for private or public socio-economic organizations constrained by the scarcity of time and resources of all kinds, framed by specialized functionalist schemes, to set up and manage such unusual transdisciplinary approaches. Yet it is through concrete experimentation at all levels that the bridge to a more sustainable future can rise. This is why Trans-Generatives 2030 leans in on art and the imaginary to evoke novel understandings and invoke individual and collective sustainable actions.

### **Three action-and-research axis:**

- (1) Exploring modes of integrative understanding of environment-human-non-human ecosystems through advanced descriptive tools,
- (2) Install proximity collaborations between practitioners, the worlds of research, education and art for the analysis of concrete situations and the co-design of inventive solutions,
- (3) Initiate participatory exploration and experimentation at different scales: individual, organizational, community, regional, national, international.

**Our goal is the development of inclusive learning communities in every field of the social and economic world, by exploring solutions for actual cases where sustainable goals are not easy to implement.**

**We call for transdisciplinary proposals. Proposals are encouraged to be the ground for action or research workshops leading to co-creation of transformations for a better future in practice, based on past or current experimentations and theoretical disruptions. Cross-nurture disciplines by integrating the arts and the social and natural sciences and bridging practice, theory and future are core to our concerns.**

**We welcome communities using the arts to co-construct sustainability practices and approaches, as well as communities that wish to do so.**

**We invite artists, scientists, students, scholars, decision- and policy-makers and stakeholders to showcase integrated approaches of understanding, organizing and acting upon challenges of sustainability including but not limited to Responsible Education and Research, Climate Action, Biodiversity, Food Systems, Business and Management, Wellbeing, Finance, Responsible Consumption and Production.**

**We are open to hybrid forms of action-research, dedicated to actively and concretely transforming life, science and art: participative performances, joint presentations, workshops, round tables, scientific communications, hackatons, mobs, apps, role-plays, games and other (un)conventional formats.**

**When:** Online : November 12th, 2021- December 17th, 2021

Physical and Online (Nancy, France) : December 9-10, 2021

**What:** During the four weeks of the event, a physical and online program will propose workshops, conferences, round tables, performances, experiments, webinars, co-imagined and co-organized by the organizers, the contributors (you), their partners and participants, with two days of physical meetings in Nancy as a highlight.

**Who:** co-organized by the UNESCO Chair at ARTEM-ICN "Art and Sciences for Implementing the Sustainable Development Goals" and the CEREFIGE / Université de Lorraine scientific research axis "Creativity and Sustainability" in collaboration with partners: ENSAD Nancy (Alliance ARTEM) ; Business Ethics Center (Corvinus University); Albert P. Viragh Institute for Ethics in Business (Duquesne University); International Humanistic Management Association.

**For whom:** local, regional, national or international communities, organizations, associations, institutions and companies seeking new inclusive and sustainable models of action impact.

**Extension:** The Trans-Generatives2030 event is proposed to be the start of continuous development activities. Further events for collective activities will be: (1) the AAE Summer School where researchers, doctoral students and master students from several international universities will gather together in March 2022 for reflecting and developing the outcomes of the Trans-Generatives2030 activity further. (2) the ARTEM OCC conference (end of March 2022) where participants to the Trans-Generatives2030 event will have the opportunity to present and discuss their outcomes in front of an international academic community. Participants to the Trans-Generatives2030 event are therefore invited to participate as well in these events.

## Instructions for submission

Proposals must be submitted through an abstract (pdf) of two pages. Please detail:

- Which axis you want to register in
- Which format you imagine (online, physical, blended)
- When would you like your project to take place
- Who and which disciplines are involved

**Submissions deadline: June 2021, 15<sup>th</sup>**

**Scientific committee decision: July 2021, 15<sup>th</sup>**

**Final proposal with action plan : September 2021, 15<sup>th</sup>**

**Publication opportunity: We aim at a hybrid trans-publication project.** Selected “abstracts” worked out during Trans-Generatives2030 will get support for development and creative “trans-writing”, in the perspective of presenting a full version of a hybrid “text” (a play, a comics, a song, a film, a poem book, ...) at ARTEMOCC 2022 conference (March 2022), where the better ones will be selected for the final trans-publication.

We also partner with more classical opportunities:

- Art Alliance at Research Universities (A2RU) Ground Works online initiative
- “Models of sustainable value creation” (tentative title) book at Palgrave
- Organizational Aesthetics (online peer-reviewed journal).

**Contact and proposal sending:**

**Philippe Mairesse**, manager Unesco Chair at ICN : [philippe.mairesse@icn-artem.com](mailto:philippe.mairesse@icn-artem.com)

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