

A TIME TO ACT

# THE MADE CHANGE MANIFESTO.

POINT FOR A  
A TEN PLAN  
BRIGHTER  
CREATIVE  
FUTURE.

THE WORLD IS CHANGING  
BY YOUR EXAMPLE,  
NOT BY YOUR OPINION.

— PAULO COELHO

## The most creative moment ever.

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At MADE THOUGHT, we believe design is the greatest accelerator of change the world has ever known. Great visionary designers are often celebrated for their contributions to visual culture, but rarely are they admired as drivers of fundamental social progress. This oversight, MADE THOUGHT contends, means as a society we often fail to appreciate the true role of design in changing the zeitgeist in a way that transcends the aesthetic.

Iconic designers and visionary creatives often have legacies that can outlast even the most iconic statesmen. In Britain, the likes of Sir Terence Conran, Sir James Dyson or Sir Jonathan Ive are having the kind of societal, cultural and commercial impact most Prime Ministers can only dream of.

## Business to fix our future.

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It has now become clear that politics or activism alone are not going to fix our future because they don't run the world. Big business does. Business has the power to either ruin, or fix, our future, so big business must be integral to changing our ways. For too long, business has used design to innovate once and then just roll out and scale globally. This has been 'the' perfected model of the 20th century.

During this Consumer Century, most design has turned a blind eye to its inbuilt responsibility, culpability and liability, and failed to consider its broader impact.

Creativity is the engine of business. Design is the interface that connects business, their products and services with people. So business and brands, and the creatives they depend on, will need to help lead this change.

In the 2020s and beyond, as we move towards a new, Responsible Century, the world is counting on the emergence of a new generation of designers and creatives who see rather than look. Who see beyond a world of superficiality to a new paradigm of depth and meaning. Towards a new age, where we all want beautiful and intelligent brands to not only surround us but also to prioritise us and our environment; where 'thinking' brands will lead us towards a brighter future. Design must consider the longer-term horizon, embracing a holistic, human, and planetary, sense of responsibility.

### A new way to see ourselves.

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We believe that altering the course of the mounting crisis will rely on one tool: our own creativity. That's why it's never been a better time to be a designer. To create for a better future presents the greatest entrepreneurial opportunity of our age. It is designers who are best placed to embrace, shape and direct this change. After all, it is far better for us to change the status quo, than to wait for change to come to us. We hope that self-initiated change will provoke a profound rethink of our relationship with materials, with quality, with value, with nature, with beauty and even with ourselves.

### Planning for tomorrow.

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Hardwiring long-termism into the DNA of design is no small task. We must make time to think about how the consumers of the future will interact with the world around them, with culture, society and the environment. To consider every brief as an opportunity to make change, conducting our actions with transparency, honesty and scrutiny. To use our skills to ensure the things that matter tomorrow are important today. To study how the material realities of future generations might be different from our own. To employ more effective, equitable and sustainable practices while anticipating the true human, industrial and ecological impact of our creations. We must look beyond the aesthetic and put time at the heart of the brief. Design must embrace deep time, reframing the way people think, both now and decades into the future. Creatives must find new value in 'long' ideas rather than 'big' ideas. We must go beyond the miserable confines of now. Real foresight means envisioning the world in 100 years time and being unafraid to ask questions about what visual culture will mean to the societies of the 2100s and beyond.

### The brief of our lives.

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Being able to visualise the future is good for us all as individuals and as humans. This ability to look to the future is unique to mankind, but somehow we have lost the skill of it. As we can't even visualise the future as individuals, how can we do this as a society?

The answer lies in the power of the collective. We must reject the curse of silo-thinking, instead recognising the limits of the individual, being unafraid to collaborate with the greater good in mind. We know it is our responsibility as designers to lead, advise, enable and persuade our clients to come with us. Everyone knows the old way won't cut it any more. This is the time for designers to collaborate, to open source and share all possibilities, ideas and innovation. We don't have a second to waste.

### Good design changes us.

Good design is about having the courage to envision a world unfathomably different to that of the present. It's about looking beyond the horizon in a bid to understand the human experience of societies to come. Visionary design leads; it does not follow. That's why we believe it's never been a better time to be a designer.

The MADE CHANGE manifesto sets out how we think we can begin on this new path. It is just the beginning. And we know we are not alone in our nervous, optimistic anticipation for what lies ahead. It is time.

*THE PACE OF CHANGE HAS  
NEVER BEEN THIS FAST,  
YET IT WILL NEVER BE THIS  
SLOW AGAIN.*

*— JUSTIN TRUDEAU  
WORLD ECONOMIC FORUM, 2018*

#### THE MADE CHANGE MANIFESTO

1. Throw off the shackles and set things on fire.
2. Transform from the inside.
3. Call a halt to greenwashing.
4. Create new ways of measuring success.
5. Debunk the myth of the quick fix.
6. Harness creativity for good.
7. Redefine the role of the designer.
8. Find solutions that appeal to all.
9. Celebrate thinking brands and businesses.
10. We're in this together.

# THROW OFF THE SHACKLES AND SET

THINGS

ON

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This journal is the product of conversations with visionaries who have all had the courage to lead from the front. The future of our planet relies on bold solutions, not piecemeal change. WE MUST ignore the status quo and prevailing logic. WE MUST dig deep into our imaginations.

WE MUST never be afraid to make creative choices that might shock people today but make perfect sense tomorrow. WE MUST be courageous in everything we do, embracing the spirit of pioneering change-makers unafraid to say what needs to be said for the good of us all. Our time is now.

FIRE.

# TRANSFORM FROM THE INSIDE.

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Let others vilify big business, applying pressure from the outside. Instead, WE MUST see every business as an opportunity for change. WE MUST look to ignite and inspire from within, creating change from the inside out. The beauty of working with 'big business' means it can lead change for the many, not just the few. While small might be beautiful, scale means change can happen fast.

Our responsibility is to use our seat at the table in a more radical, progressive and inspiring way. The designer must be seen as the 'quiet revolutionist', bringing new futures to bear. We need to confidently and dramatically turn up the volume of our input at that table.

## CALL A HALT TO GREENWASHING.

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The world is becoming disillusioned with false corporate narratives about sustainability. As creatives, it is our ethical duty and professional imperative to not engage in greenwashing. Anything that is considered 'tokenism' will confuse and delay. There is no time for half measures.

WE MUST walk a different path, not the same path wearing different clothes. That is not good enough any more. To be a change-maker, we must first be the challenge-makers. Interrogate everything and accept nothing without proof. WE MUST be informed and optimistic. It will ensure we see solutions invisible to those clouded with too many reasons 'why not'. Our role is to see possibility where others cannot.

## PRESENT NEW WAYS OF MEASURING SUCCESS.

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Every business must be viable or it will fail. But we are living in an extraordinary time, where industry leaders are beginning to redefine the metrics of success. From the Business Circle's reclassifying profit as the 5th priority to New Zealand's recent reassessment of GDP to the rise of B Corps, WE MUST urgently work out what makes us truly contented, developing new metrics to sit alongside the age-old measures. After all, the benefits of financial abundance will prove little consolation if we destroy our planet in the process. There is a new 'luxury', a new 'value', even a new 'beautiful' on the horizon. Mere profit will never again be the sole goal. WE MUST not be short-sighted, finding new ways to define success for now and the future. The corporation is history. Long live the co-operation!

## DEBUNK THE MYTH OF THE QUICK FIX.

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Our throwaway society was born of the instantly gratifying quick fix. A 'Kleenex century', largely made desirable by design, creating a world of branded trash and branded pollution. WE MUST rediscover the value of permanence, the feel, in the hand, of a worn but beautiful and cherished object. To redefine 'timeless' design: creating every single thing we use in a way that considers time differently. Asking 'how long should it be possible for this to be useful?' Recognising from the outset that waste is the worst end of life we can design for. WE MUST throw ourselves into projects embracing beautiful, useful and durable principles that are built to last, or if desired, built to perish deliberately and safely, without waste or pollution.

## HARNESS CREATIVITY FOR GOOD.

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For decades, design has been a massive accelerator of hyper-consumption, making people desire and demand an endless list of material possessions. Now WE MUST use the same creativity to find solutions to the problems we have created. Change itself must be seen as something exciting. To foster thinking towards a positive global impact.

To do this, WE MUST be conscious about the people we work with, the projects we take on and the things we put out into the world. We need to define and live by our own principles. We have a choice. Our attitudes and decisions matter. This is the new remit of the creative.

## REDEFINE THE ROLE OF THE DESIGNER.

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A good designer is one who looks beyond the superficial to see the true beauty in who we are and what we could become.

Today, we create complexity where simplicity is the answer. We talk of the ‘circular economy’ as a new idea, but Nature is already the ultimate version. We broke that circle in the Industrial Revolution. Now, as we press forward into the Quality Revolution, we must relearn from Nature. In our man-made world of mass production and sameness, we must remember that every single leaf is unique in the real world. Let us not believe that the answers to our complex problems need to be complex. Complexity delays change. Simplicity will be our accelerator and good design has proven that less is always more, when less is beautiful, and enriches our lives.

## FIND SOLUTIONS THAT APPEAL TO ALL.

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Sustainable design solutions are often too focused on literal interpretations of what it means to be green. This restricts their appeal. We need to reinvent this. Sustainability needs to be embedded, natural, and authentic — never a green box to be ticked. Instead, we should eschew stereotypical ‘green’ design and focus on creating solutions that are eminently desirable and beautifully designed.

WE MUST remember that responsible long-term design is about the creation of a new aesthetic.

## CELEBRATE THINKING BRANDS AND BUSINESSES.

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It is incumbent on us all to celebrate those businesses and brands that are doing the right thing — the ones making real a radical vision of the future more beautiful and attainable. Those that transcend token gestures, leading by example, to deliver the kind of transformational change we so badly need.

WE MUST cherish these brands and encourage others to follow their lead. As creatives, we should actively strive to support, spread and build these brands.

## WE'RE IN THIS TOGETHER.

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WE MUST never think we cannot be part of this change. That 'this is not for me', because — unavoidably — it is for everyone. Whatever you do in the world, whatever your vocation, we call on you now to tap into your creativity and be part of this essential, incredible change. It is so easy to become overwhelmed and crippled by the fear that we cannot make a difference. Yet all change begins with small steps towards a common goal.

We often think we are powerless, but nothing will change without us. WE MUST look within ourselves to defeat this sense of hopelessness. WE MUST each lead by example. After all, real change begins with the person staring back at us in the mirror.

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A FINAL THOUGHT

AFTER THE FINAL NO,  
THERE COMES A YES,  
AND ON THAT YES THE  
FUTURE WORLD DEPENDS.

– WALLACE STEVENS