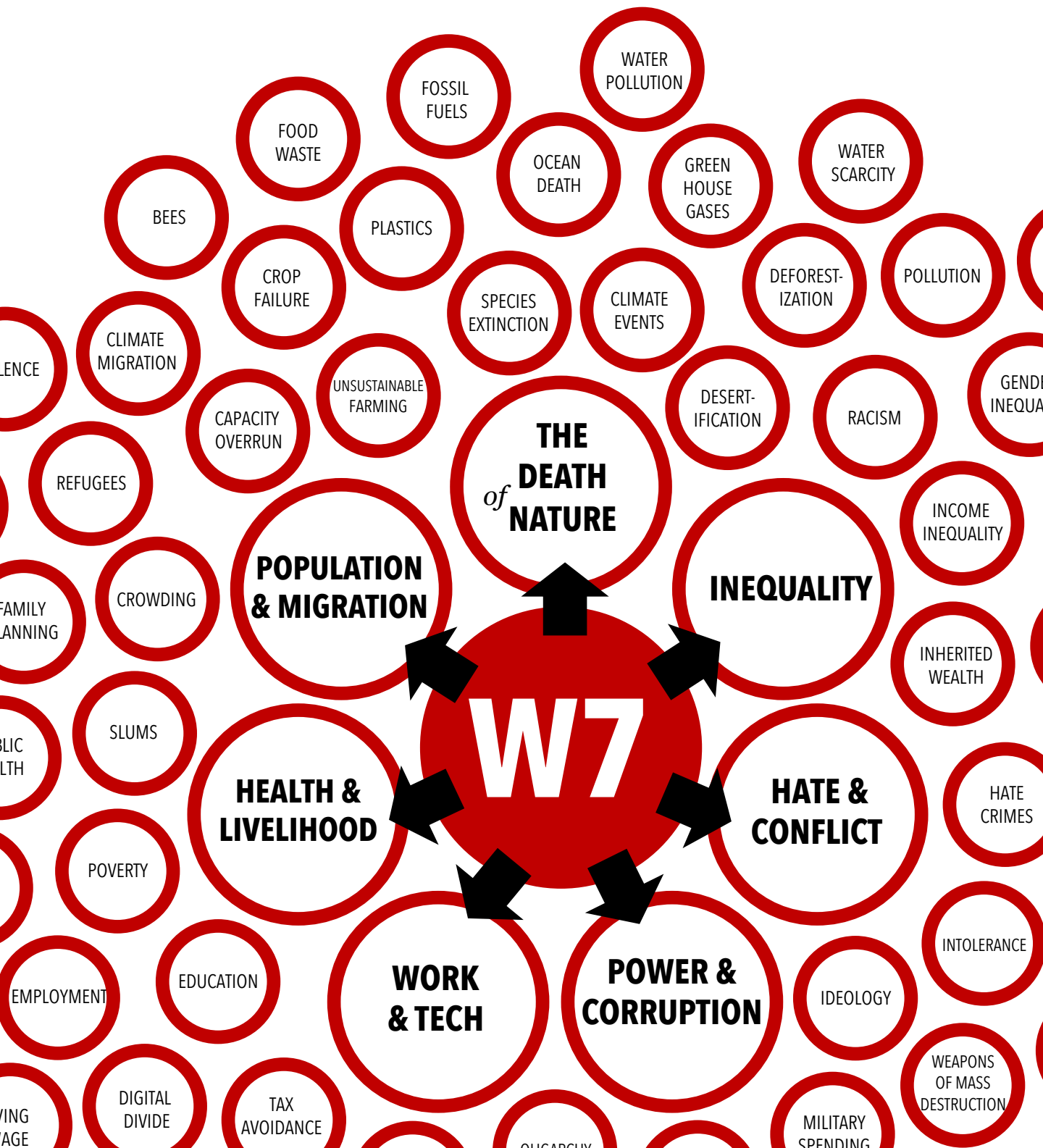


# THE DEATH *of* NATURE



## THE WICKED 7



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As the world faces a growing number of existential challenges, our governments and institutions are failing us precisely at the moment we need them most.

But what if we could come together to **map the causes** of the world's **most urgent problems**? The Wicked7 Project is an extension of the [ecosystem of wicked problems](#) developed by **Christian Sarkar** and **Philip Kotler**.

Participants will be introduced to a new wicked-problem discovery tool, and asked to create their own **cause and effect maps** for the problem or problems they choose.

All maps submitted will be judged by peers as well as a team of judges. Those selected will be acknowledged as contributors to the **"wicked-pedia"** – a reference map which integrates all seven wicked problems and the underlying causes.

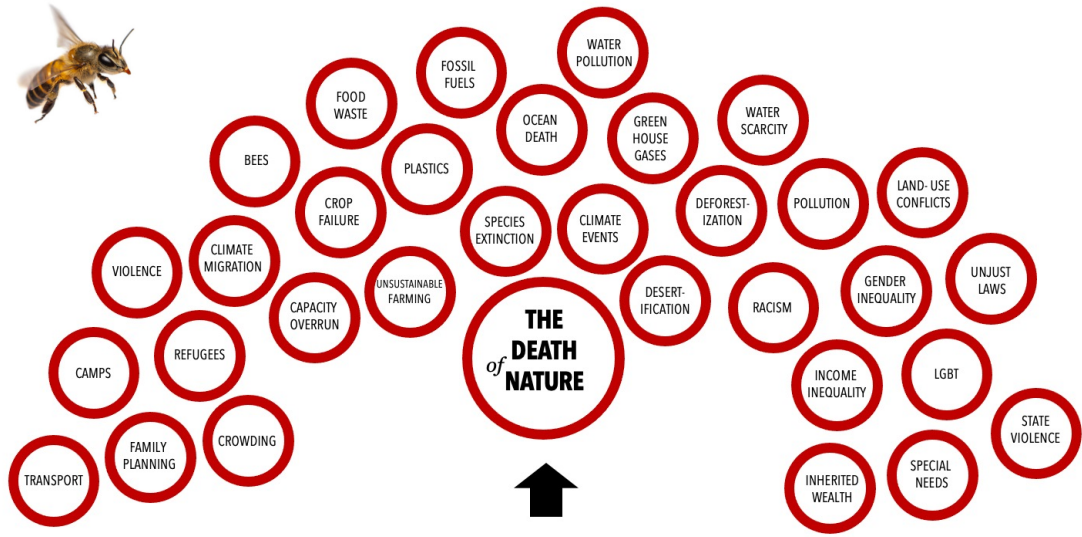
## Get Started

1. Read the rest of this guideline.
2. Start **research** and the **mapping process**.
3. Submit your problem map for critique and review at <https://www.digital-cosmos.com/wicked-7/> (registration required)
4. Make changes; submit your **revised map**.
5. Stay connected – if any part or the whole of your map is selected, you will be invited to participate further.

## Rewards

What can you win? Nothing, except **recognition** from future generations – and the gratitude of a dying planet.

More info: [www.wicked7.org](http://www.wicked7.org)



## MAPPING THE CAUSES & EFFECTS

Begin with the problem. Try to define it clearly – in this case it's *The Death of Nature*.

Break down the problem into smaller, component problems. List them all.

Start asking **WHY** for each of the component problems: Ask why is this happening? What are the root causes? Keep asking *why* (remember the 5whys?). This process should give you the technical reasons why a problem is happening.

## WICKED PROBLEM #1 (W1) THE DEATH *of* NATURE

Submission phase starts on April 1<sup>th</sup>, and will be open until the 30<sup>th</sup> of April, so be sure to *sign up*, and get involved!

**We will announce the accepted contributors for W1 on May 15, 2021**

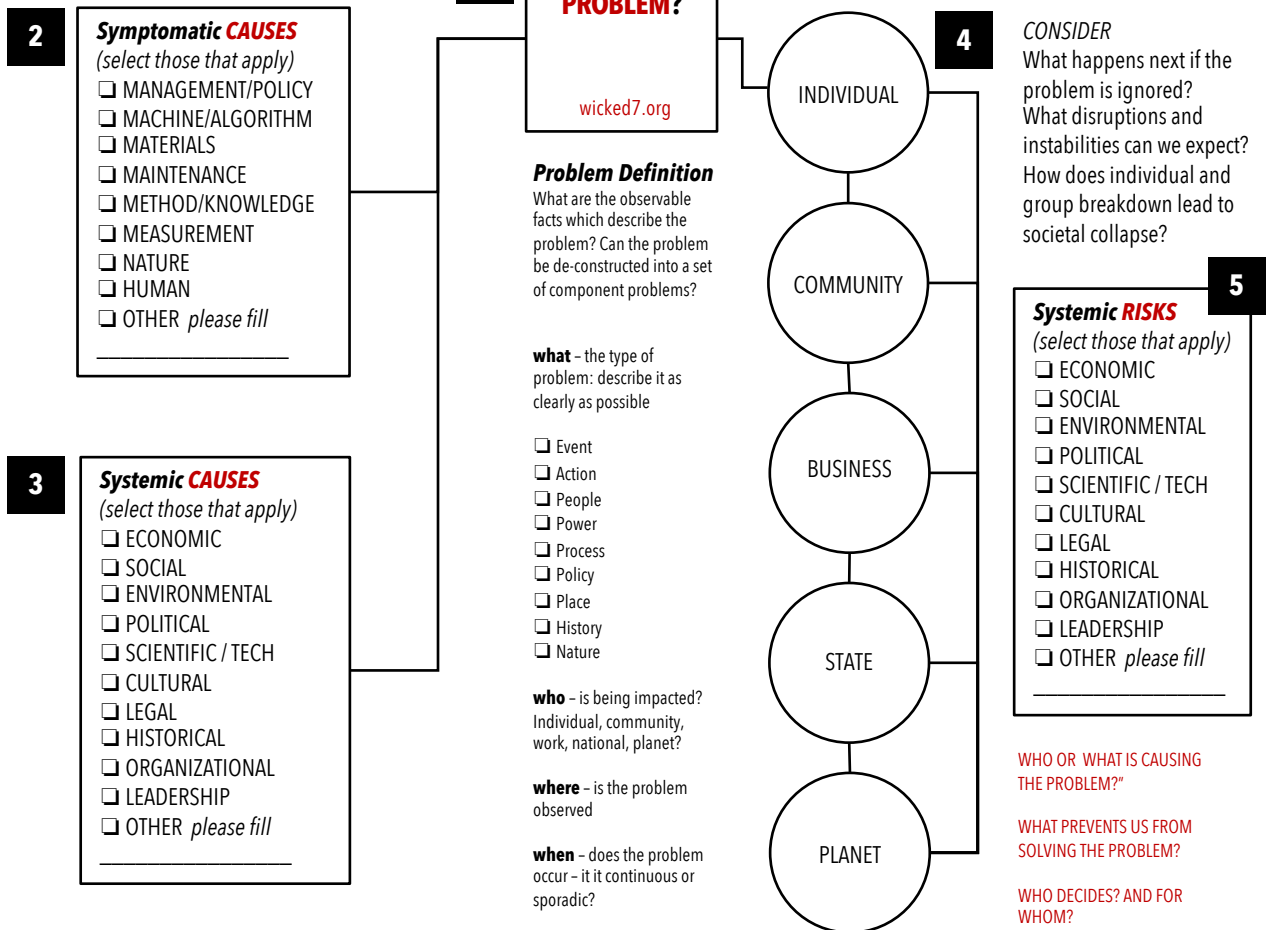
Now let's look at **systemic** reasons. Ask what possible systemic reasons could have caused the problem – going back in time. History often holds the key to how and why a problem started as a chain of events and actions.

Ask: what happens next if we do nothing? This will give you some sense of the future, especially when you examine the systemic effects one by one.

# WICKED PROBLEM EXPLORATION GUIDELINES

ask **"WHY?"** to find the **CAUSES**

ask **"WHAT NEXT?"** to find the **EFFECTS**



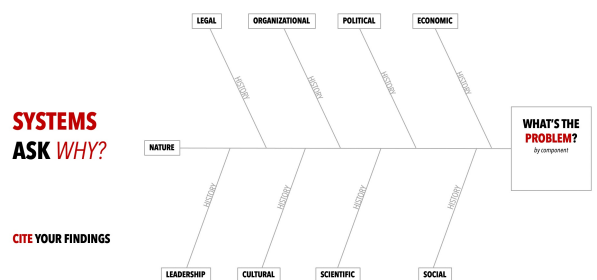
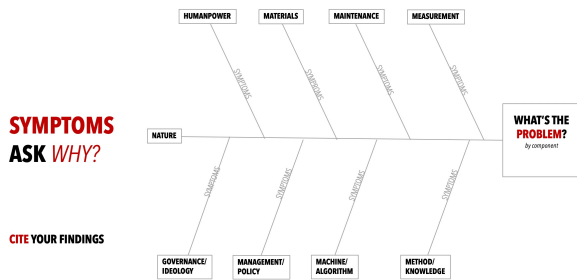
**1** Begin by defining the problem based on observable and verifiable facts. Describe what the problem is and who or what it affects. How often?

**2** Ask **"why did this happen?"** to go backwards in time – what are the sources of the problem? What evidence is there to show that this is a cause? Cite the articles, reports, or observations which support your premise.

**3** Once you have identified the symptomatic or technical causes for a problem, begin exploring the possibility of underlying **systemic** causes. Are there economic reasons why this is happening? Social reasons? Historical reasons? By un-entangling the threads of events that led us to the present, it is possible to uncover the root-causes of our present-day problem. Again, cite the data or evidence to back up your claims.

**4** Consider **"what next"** if the problem is not addressed. Consider the **"impact chain"** from individual to community to nation to planet. Use *personas* for convenience.

**5** If a wicked problem is ignored, its impact multiplies across many systemic dimensions. What happens to the **economic system** (and all other underlying systems) for the individual in a specified community? Country? Planet?



## SYMPTOMS AND SYSTEMS

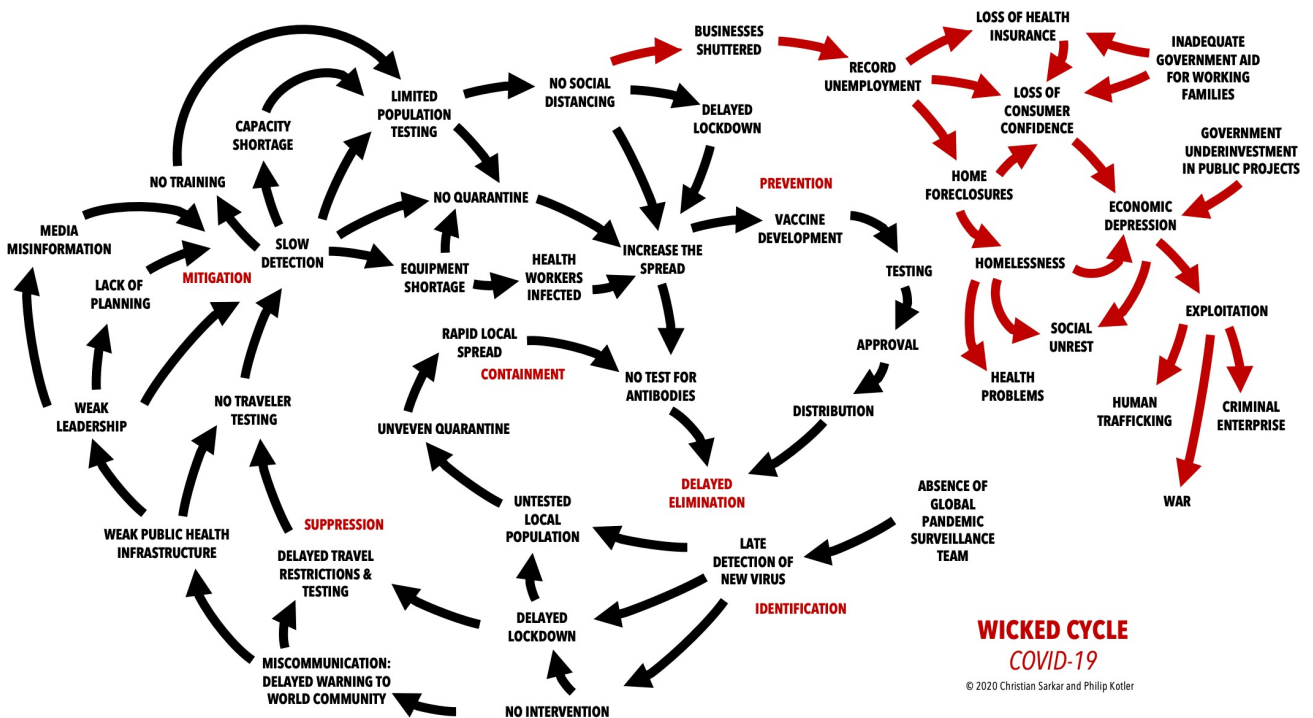
The distinction between the two types of sources cannot be stressed enough. It is the systems-root-cause analysis which will likely un-entangle the causes we are looking for.

## CITE YOUR FINDINGS

As you begin to research the causes and effects of specific problems, make sure to **cite** your sources of information.

## EXAMPLE

### COVID19 as a WICKED PROBLEM





*Background info to help you get started*

## **WICKED PROBLEM #1 (W1)**

### **THE DEATH of NATURE**

Connections between SDGs

<https://council.science/publications/a-guide-to-sdg-interactions-from-science-to-implementation/>

The Economics of Biodiversity: The Dasgupta Review

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/957291/Dasgupta\\_Review\\_-\\_Full\\_Report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/957291/Dasgupta_Review_-_Full_Report.pdf)

Scientists in the Arctic's 'Ice Factory' Found a Worrying Sign of Climate Change

<https://www.vice.com/en/article/xqzmnn/scientists-in-the-arctics-ice-factory-found-a-worrying-sign-of-climate-change>

What an Ecological Civilization Looks Like

<https://www.yesmagazine.org/issues/ecological-civilization/>

Climate Change and violent conflict

<https://s3.amazonaws.com/oxfam-us/www/static/oa3/files/climate-change-and-violent-conflict.pdf>

Connections between SDGs

<https://council.science/publications/a-guide-to-sdg-interactions-from-science-to-implementation/>

INTEGRATING GREEN AND GRAY - Creating Next Generation Infrastructure

<https://oppla.eu/sites/default/files/images/Putting%20Nature%20to%20Work.pdf>

Earth.org

See:

<https://earth.org/climate-change/>

<https://earth.org/oceans/>

And articles like:

<https://earth.org/reaching-net-zero-emissions/>

<https://earth.org/biodiversity-in-the-deep-ocean-faces-unavoidable-threat-from-the-climate-crisis/>

resilience.org

<https://www.resilience.org>

<https://www.resilience.org/stories/2021-02-14/dematerializing-the-economy-isnt-happening-hint-all-that-material-is-actually-hiding-in-plain-sight/>

The Terrifying Warning Lurking in the Earth's Ancient Rock Record

<https://www.theatlantic.com/magazine/archive/2021/03/extreme-climate-change-history/617793/>

Taking Politics Out of Climate Change

<https://www.pbs.org/wgbh/nova/article/depolicitizing-climate-change/>

<https://link.springer.com/article/10.1007/s11625-021-00906-1>



*Background info to help you get started*

## **WICKED PROBLEM #1 (W1)**

### **THE DEATH of NATURE**

BCORP - climate justice

<https://bcorporation.net/zbtcz02z16/b-lab-and-partners-release-climate-justice-playbook-business>

The Top Ten Climate Papers of 2020

[https://below2c.org/2021/01/the-top-ten-climate-papers-of-2020/?fbclid=IwAR0dXcv-PXw39xIwEL30q5Zn8YGmZhlzI8-69eHCWg6uag\\_HZt34nTiYnw](https://below2c.org/2021/01/the-top-ten-climate-papers-of-2020/?fbclid=IwAR0dXcv-PXw39xIwEL30q5Zn8YGmZhlzI8-69eHCWg6uag_HZt34nTiYnw)

<https://weather.com/science/environment/news/americans-climate-change-scientific-consensus>

A systems approach to the SDGs & the need to reframe SDG8

<https://medium.com/age-of-awareness/a-systems-approach-to-the-sdgs-the-need-to-reframe-sdg8-6c4853118f82>

Trillion \$ climate change

<https://www.wired.com/story/companies-expect-climate-change-to-cost-them-one-trillion-dollars-in-5-years/>

In Latest Example Of Corporate Activism, Companies Are Working With Environmentalists To Fight Climate Change

<https://www.forbes.com/sites/edwardsegal/2020/12/02/in-latest-example-of-corporate-activism-companies-are-working-with-environmentalists-to-fight-climate-change/>

### **CARBON SEQUESTRATION**

<https://www.ecowatch.com/carbon-sequestration-2461971411.html>

SWISS CO doing carbon capture

<https://www.carbonbrief.org/swiss-company-hoping-capture-1-global-co2-emissions-2025>

### **PAST THE TIPPING POINT**

<https://futurehuman.medium.com/were-past-the-point-of-no-return-on-global-warming-scientists-warn-6779aaf4ed2b>

IPBES - The global assessment report on BIODIVERSITY AND ECOSYSTEM SERVICES SUMMARY FOR POLICYMAKERS

[https://ipbes.net/sites/default/files/inline/files/ipbes\\_global\\_assessment\\_report\\_summary\\_for\\_policymakers.pdf](https://ipbes.net/sites/default/files/inline/files/ipbes_global_assessment_report_summary_for_policymakers.pdf)

IPBES Workshop on biodiversity and pandemics - report

[https://ipbes.net/sites/default/files/2020-12/IPBES%20Workshop%20on%20Biodiversity%20and%20Pandemics%20Report\\_0.pdf](https://ipbes.net/sites/default/files/2020-12/IPBES%20Workshop%20on%20Biodiversity%20and%20Pandemics%20Report_0.pdf)

Sea grass

[https://www.huffingtonpost.ca/entry/seagrass-ocean-climate-change-pollution-florida\\_n\\_602ced75c5b6cc8bbf3819ff](https://www.huffingtonpost.ca/entry/seagrass-ocean-climate-change-pollution-florida_n_602ced75c5b6cc8bbf3819ff)

*The Wicked7 Project is a collaborative project co-founded by Philip Kotler and Christian Sarkar. The project invites intellectual and creative contribution from individuals, institutions, businesses, and governments. Please don't submit an entry if you are in a country that could get you in trouble with your local laws. Anyone is eligible to submit their ideas. The entries should be legible and no larger than 1 MB in size (jpegs are preferred). All entries must be in English. If we use a part of the whole of your submission your will be credited as a participant, and your name listed as part of the final work. There are no financial rewards. All submissions are licensed as Creative Commons **Attribution 4.0 International (CC BY 4.0)** (CC BY) - see:*

<https://creativecommons.org/licenses/by/4.0/>