

# New Metaphors for Sustainability

An issue or topic in sustainability



How do we imagine (and talk about) it at present?  
What are some metaphors and associations we use/have?  
How does it make you **feel** when you think about the future?

---

---

---

---

---

---

---

---

---

---

What would you like to change about this?



# New Metaphors for Sustainability

**How does it inspire you  
to think about the issue  
differently?**

**Does it make you feel  
different?**



# New Metaphors for Sustainability

Playing  
with  
the  
Trouble



Can you imagine a new project, collaboration, initiative, campaign, or service, that uses these new ideas?