

RoundView

The Project

A great example of a university project aimed at changing behaviour through community and stakeholder engagement is the RoundView. The RoundView uses innovative hands-on tools to communicate environmental ideas in an accessible, easily understandable way. The RoundView emerged from Dr. Joanne Tippett's research at The University of Manchester (funded by the ESRC and Sustainable Consumption Institute). This has involved work with over 50 community members and stakeholders in Manchester and over 250 staff in Tesco. The Ellen McArthur Foundation, UMIP and UMIC have supported development of the tools for teaching the RoundView.



Example of a RoundView visualisation

The RoundView is aimed at helping us answer the question, ***“How do we know if our actions, decisions and strategies will actually take us towards a more sustainable future or not?”*** It tackles this difficult question by defining guidelines to inform individual and organisational decision-making. Based on sound scientific principles underlying the causes of an unsustainable society, the RoundView emphasises systems and our place within them.

Outcomes and Implications

Using hands-on tools and colourful graphics, the RoundView has been used in social responsibility and sustainability training sessions in universities, schools, community groups and businesses. With its focus on community impact, skills development and behaviour change, the RoundView embodies many Living Lab ideals.



Hands-on tools for learning the RoundView

Having won a Low Carbon and Environment Prize in 2011, the RoundView has gone on to win a Social Enterprise Award from The University of Manchester Innovation Group and UnLtd. It is hoped that the RoundView will help people develop new skills for developing innovative solutions for a thriving future.

Key Contact

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To find out more, visit <http://www.roundview.org/>