

## **Abstract**

### **Learning To Swim At Night**

Ignorance, as the cliché goes, is bliss. Modern society is now beginning to see that the most critical challenges we face are also the ones which are most interconnected or systemic in nature. While we are becoming capable of perceiving and making sense of interconnected systems, the challenge now is to take action in this context. What worked in the past will not necessarily work in the future, therefore demanding that we design new approaches. While many of the broad goals of humanity remain constant (equity, health, happiness, security, to name a few), the means we use to achieve them are undergoing massive change as networked society, globalization, and a shared value economy begin to shape a 'new normal'.

The work of Helsinki Design Lab at Sitra, The Finnish Innovation Fund, focuses on connecting understanding to action by using a design process to reframe strategic opportunities and invent new means of effecting change in policy, business, and civil society. This presentation will include examples from our work in Finland focusing on sustainable urban development, entrepreneurship, and social welfare.