

Can Money Save the World?

@chrisspeed



RMIT University acknowledges the people of the Woi wurrung and Boon wurrung language groups of the eastern Kulin Nation on whose unceded lands we conduct the business of the University. RMIT University respectfully acknowledges their Ancestors and Elders, past and present.

RMIT also acknowledges the Traditional Custodians, their Ancestors and Elders of the lands and waters across Australia where we conduct our business.

Acknowledgement

Part 1: Value of Data
Interactive #1

Part 2: Digital Economic Imaginaries
Interactive #2

Part 3: Smart Data
Interactive #3

Close

A plan

John Vines / Co-Director / Chair / Informatics
 Ewa Luger / Co-Director / Data Ethics
 Maria Wolters / Reader / Health Informatics
 Uta Hinrichs / Reader / Data Visualisation + EFI
 Lynne Craig / S Lect / Creative AI + Digital Anthropology
 Larissa Pschetz / Lect / Interaction Design
 Benjamin Bach / Lect / Data Visualisation
 Robin Hill / Lect / Neuropolitics
 Bettina Nissen / Lect / Interaction Design
 Kami Vaniea / Lect / HCI + Security
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Ella Tallyn / PDRA / User Experience
 Susan Lechelt / PDRA / Sustainability + HCI
 Adam Jenkins / PDRA / HCI + Security
 Luis Soares / PDRA / User research + HCI
 Cara Wilson / PDRA / HCI + Care
 Kiersten Hay / PDRA / Co-creation + Health
 Vikki Jones / PDRA / Creative Industries
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 James Scott-Brown / PDRA / DataVis
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 Gideon Ogunniye / PDRA / AI + Security
 Theresa Ikegwonu / PDRA / Health + HCI

Youngsil Lee / DCODE ECR / Strategic Design
 Aditi Surana / DCODE ECR / Governance Design Ethics
 Carlos Milan / DCODE ECR / Interaction Design

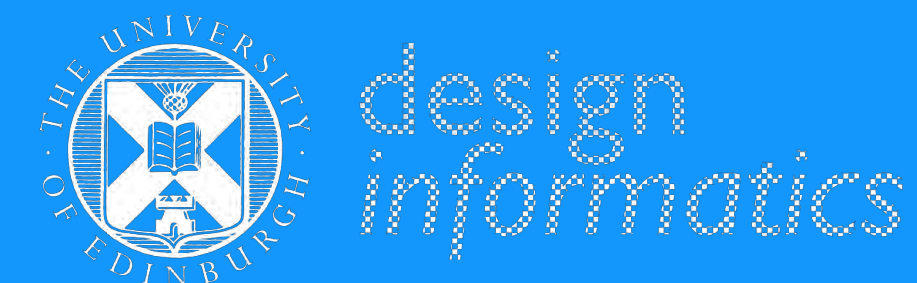
Billy Dixon / Product Designer / Internet of Things
 Evan Morgan / Software engineer / Civic Tech
 Joe Revans / Design Software engineer / DLT
 Martin Disley / Design Research Developer / Creative AI

Jane Macdonald / DI Producer / Inspace Manager
 Sophie Jacome / DI Administrator
 Mark Kobine / Technician / Interaction Design
 Ruth Oliver / EI Consultant / Innovations
 Nicola Osborne / Manager / Production & Delivery (CI)
 Kam Chan / Administrator / Finance (CI)
 Anna Orme / Officer / Evaluation (CI)
 Liam Upton / Officer / Comms & Engagement (CI)
 Courtney Bates / Admin Assistant / CI Delivery

Alexandre Colles / Designer in Residence / Design Robotics

+ 25 Doctoral Students

Institute for Design Informatics





Part 1:
The value of
data

Data is the new oil. Like oil, data is valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc. to create a valuable entity that drives profitable activity. so, must data be broken down, analysed for it to have value. Data is the new oil. Like oil, data is valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc. to create a valuable entity that drives profitable activity. so, must data be broken down, analysed for it to have value.

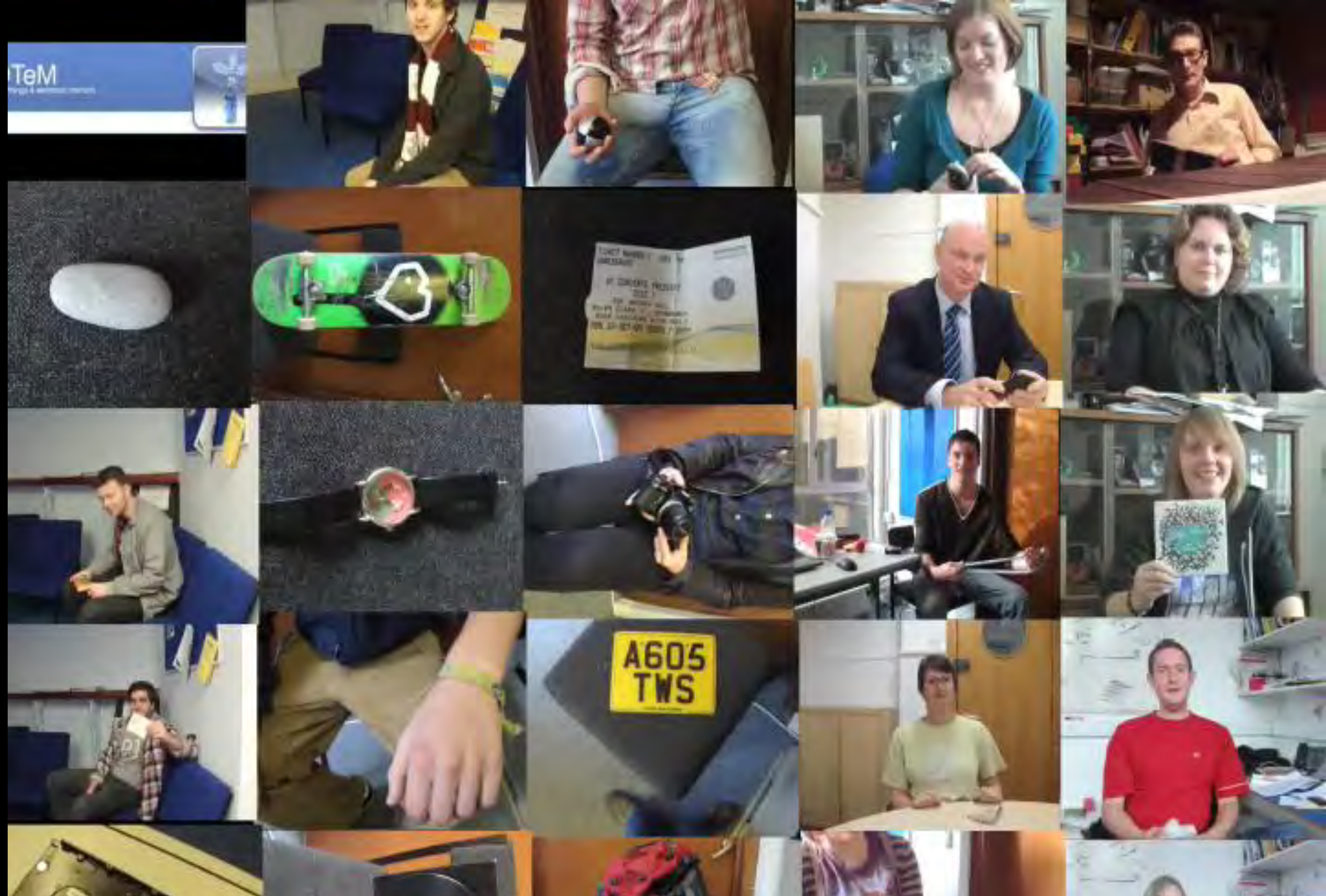
Clive Humby in 2006

Data as the new oil

#1

Learning to add
value

TOTeM:
Tales of Things and
Electronic Memory
Digital Economy / EPSRC
Edinburgh, UCL, Brunel,
Dundee & Salford



Tales of Things: Data changes value

TOTeM:
Tales of Things and Electronic Memory
Digital Economy / EPSRC
Edinburgh, UCL, Brunel,
Dundee & Salford

The screenshot shows the website 'Tales of Things' with a navigation bar containing 'HOME', 'SIGN UP', 'LOG IN', and 'ADD A THING'. A search bar is located on the right with the text 'SEARCH FOR A THING' and a 'Submit' button. Below the navigation, a breadcrumb trail reads 'You are here: Home (Things)'. The main content area features a grid of items, each with a digital memory tag. The items shown are:

- FAUNA: A tag with a frog image.
- CONTENPLANDO LA CIBELES: A tag with a golden object image.
- CHULLO PERUANO: A tag with a striped fish image.
- PALO DE LLUVIA: A tag with a bundle of sticks image.
- ANGRY BIRD - MADRID TE MUEVE: A tag with an angry bird image.
- MARCA PERU: A tag with a white egg image.
- CAPRICHIO: A tag with a white background.
- RETABLO AYACUCHANO: A tag with a white background.
- SCOTBURN LOCH: A tag with a white background.

On the right side, there is a video player titled 'Powering Social Change' showing a goldfish. Below the video, the text reads: 'Tales of Things is a simple way of adding memories to physical objects to share with others. Print blank tags, stick them to the things that you love and use our Apps to attach text, image and video for others to discover and they will also be able to add memories to your object too!'

Tales of Things: Data changes value



Tales of Things: Data changes value



Oxfam





Tales of Things: Data changes value

**Singer Sewing
Machine**
Voice of Matthew



Tales of Things: Data changes value

#2

Personal data as
the next oil

The HAT was a multi-sided platform for personal data developed through the HAT (Hub-of-all-Things) Project, a £1.2m RCUK Digital Economy-funded project involving six universities — Cambridge, Edinburgh, Nottingham, Surrey, Warwick, West of England.

The HAT platform enabled individuals to collect their own personal data through IoT-enabled objects and to control and combine it in any way into data 'mash-ups' that could be shared in a privacy-preserving manner, to help us make better and more informed decisions in our lives and allow companies to offer us more personalised and customised offerings

HAT Project: Personal data as the next oil

Hub of All Things:

Ng, Speed, Maull, Scharf,
Rodden, Parry,
Crowcroft, Luger

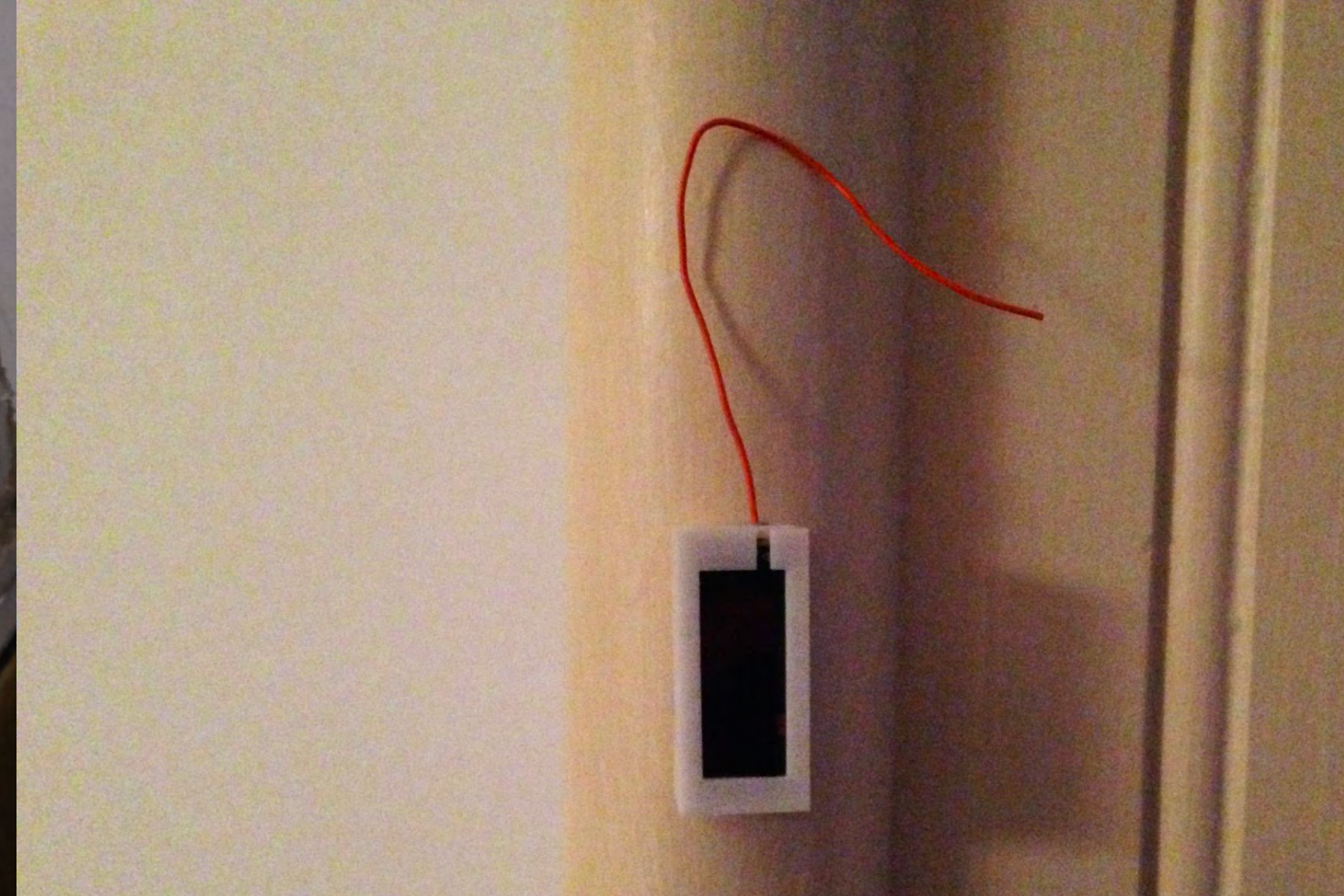
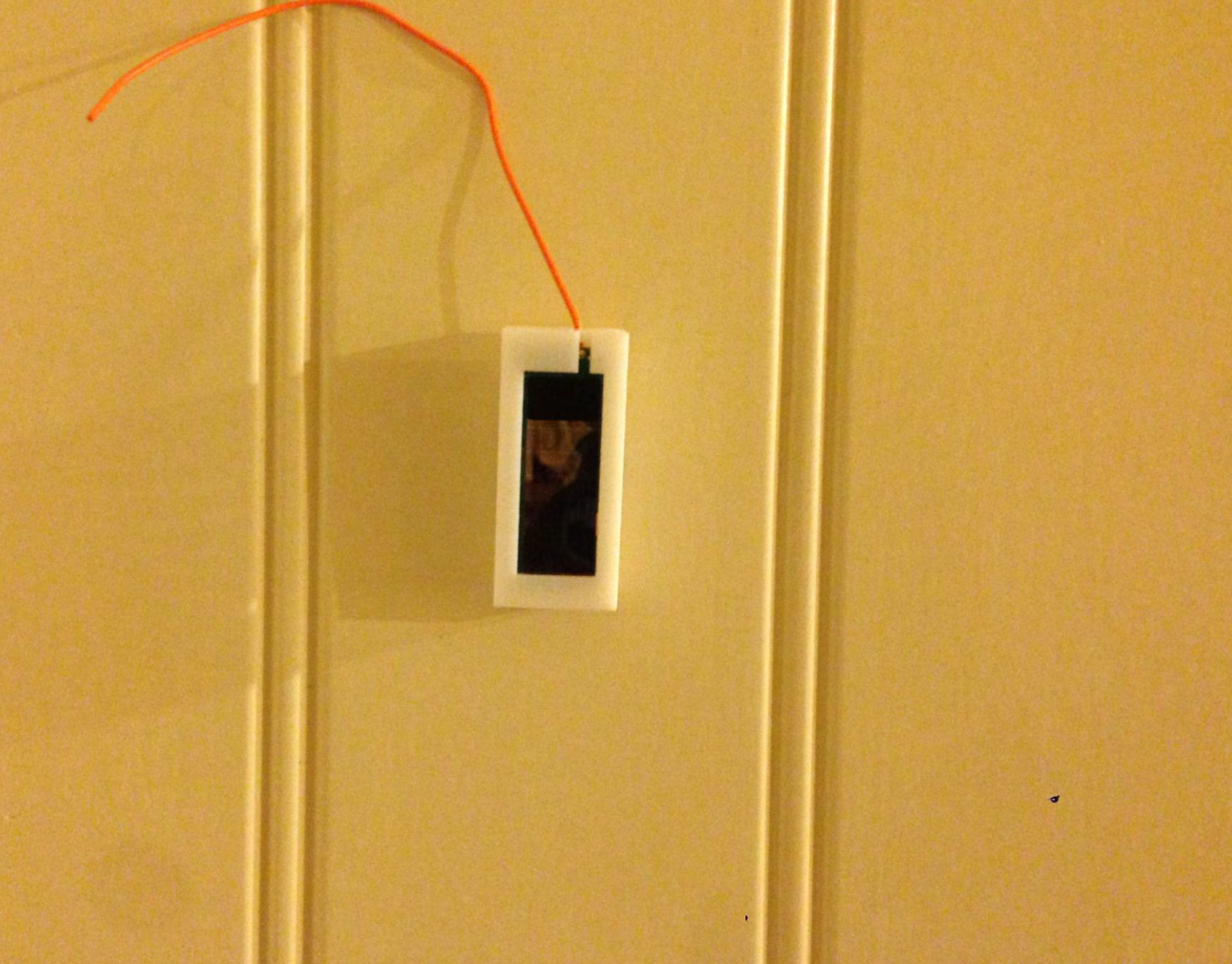


HAT Project: Personal data as the next oil

Hub of All Things:
Ng, Speed, Maull, Scharf,
Rodden, Parry,
Crowcroft, Luger



HAT Project: Personal data as the next oil



HAT Project: Personal data as the next oil



HAT Project: Personal data as the next oil



HAT Project: Personal data as the next oil

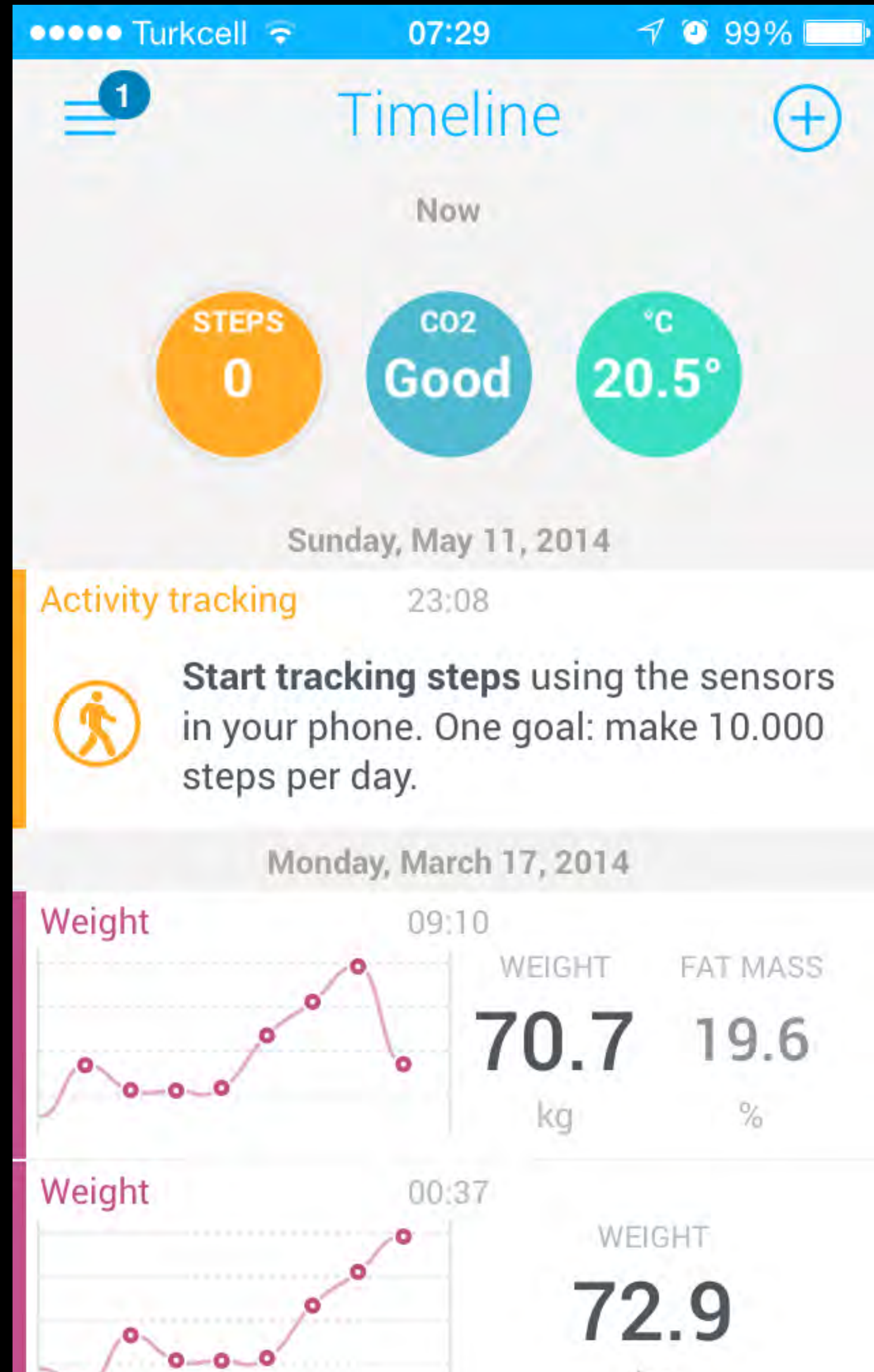
Hub of All Things:
Ng, Speed, Maull, Scharf,
Rodden, Parry,
Crowcroft, Luger



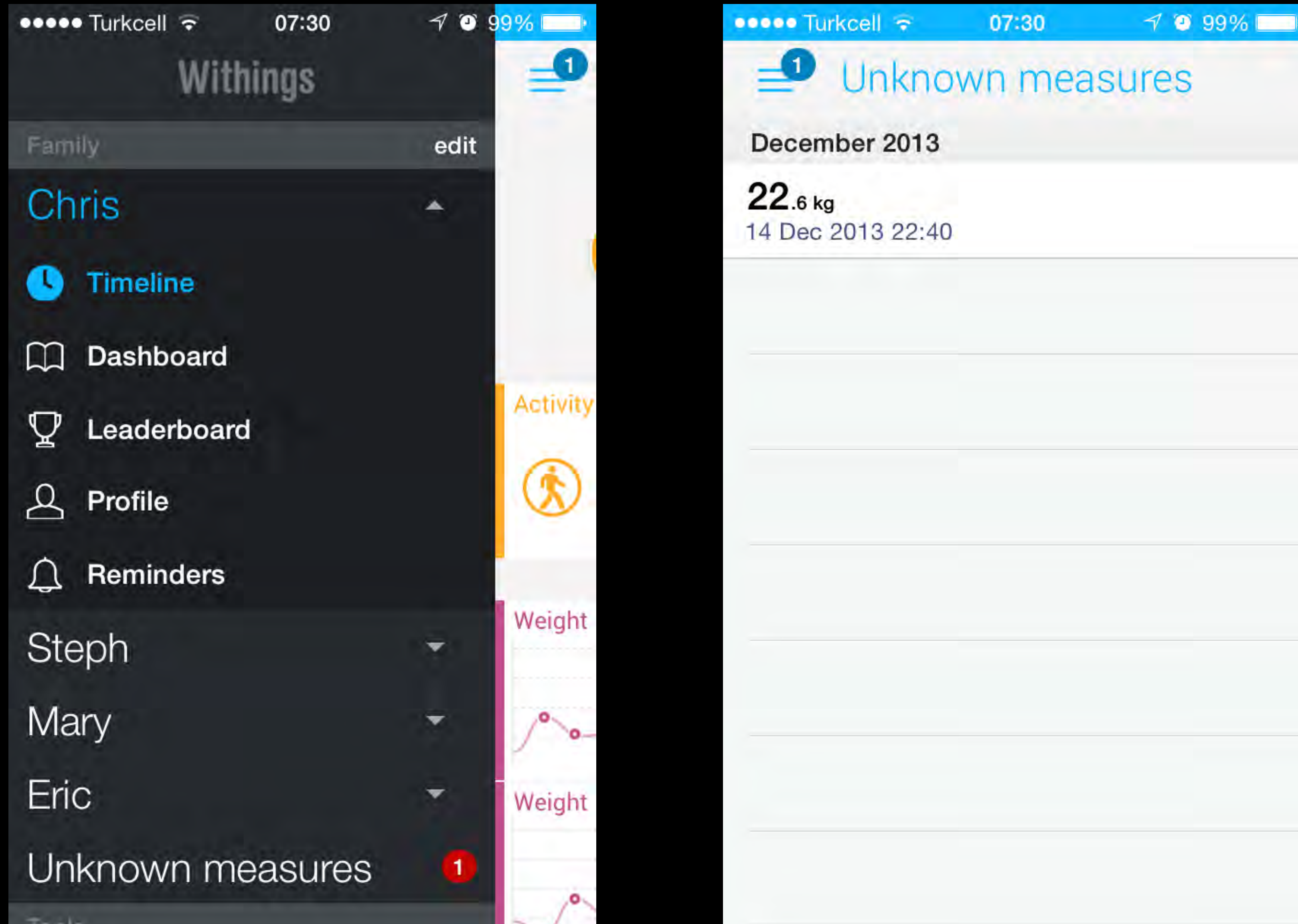
HAT Project: Personal data as the next oil



HAT Project: Personal data as the next oil



HAT Project: Personal data as the next oil



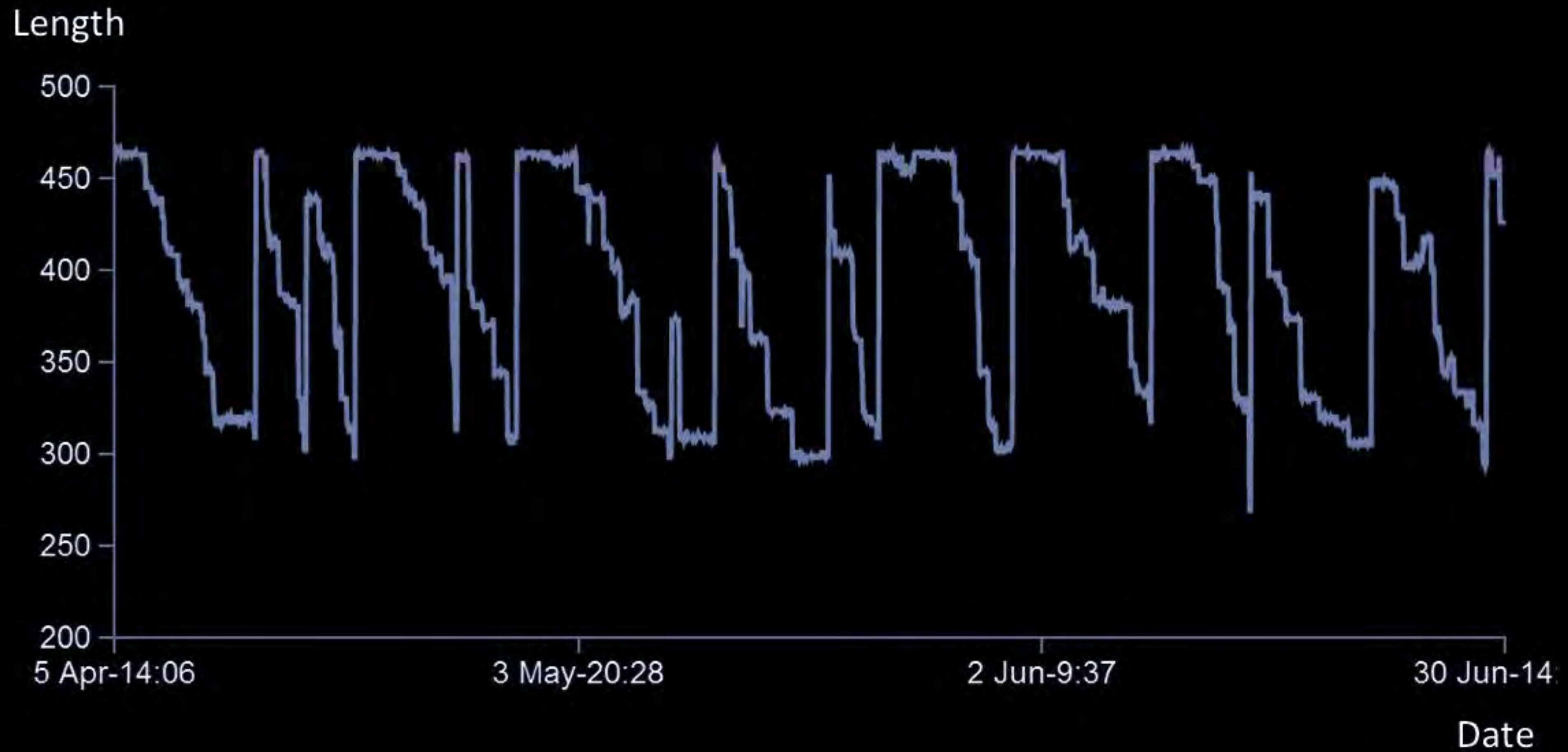
HAT Project: Personal data as the next oil



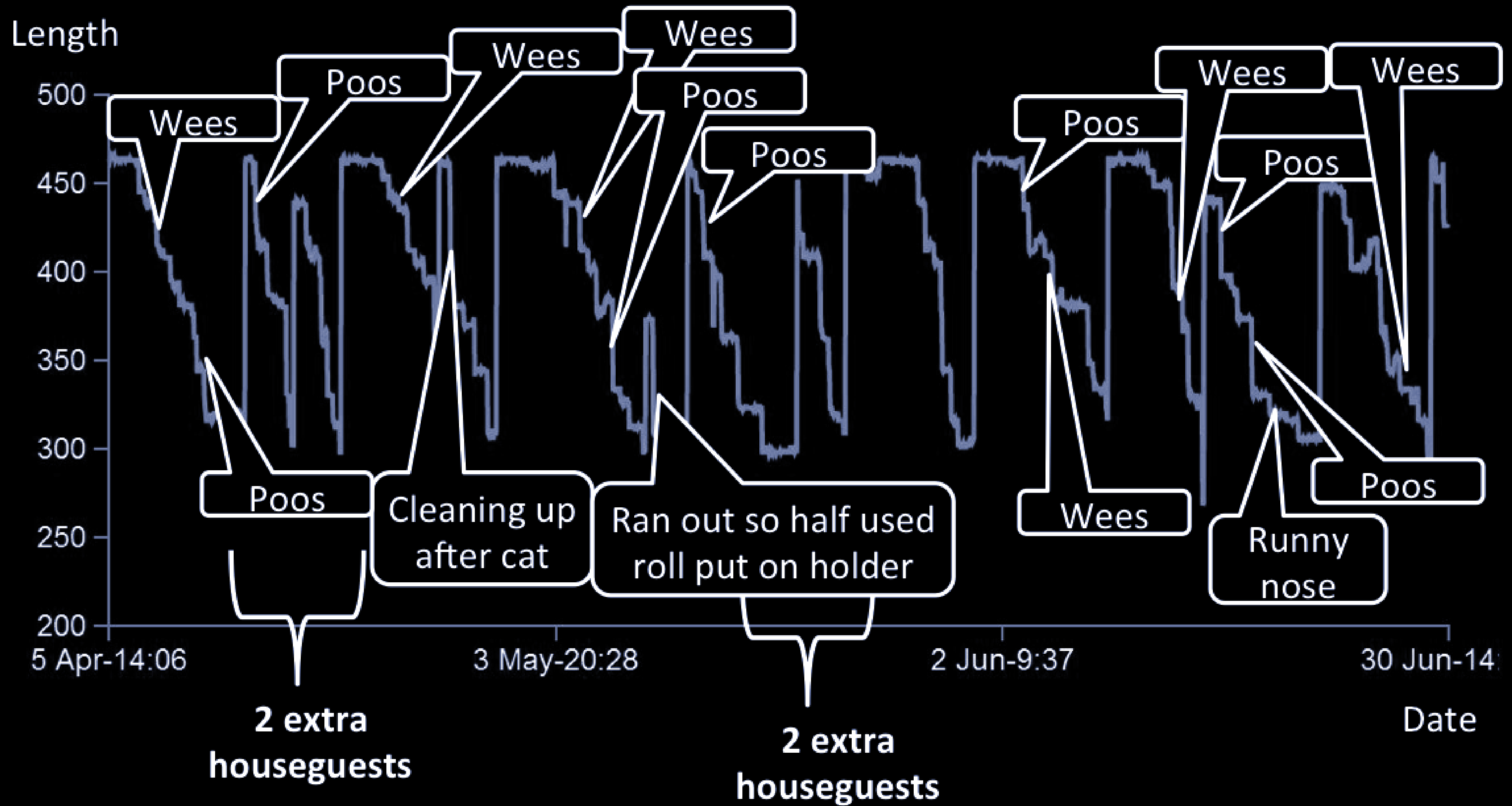
HAT Project: Personal data as the next oil



HAT Project: Personal data as the next oil



HAT Project: Personal data as the next oil



HAT Project: Personal data as the next oil



HAT Project: Personal data as the next oil

#1

The thing about
dinosaurs...

Please take a plastic dinosaur

Adding value back to oil

“That awkward moment when you realize plastic dinosaurs
are made of actual dinosaurs.”

@BrianRathbone 6:08AM GMT 1st February 2016

Adding value back to oil



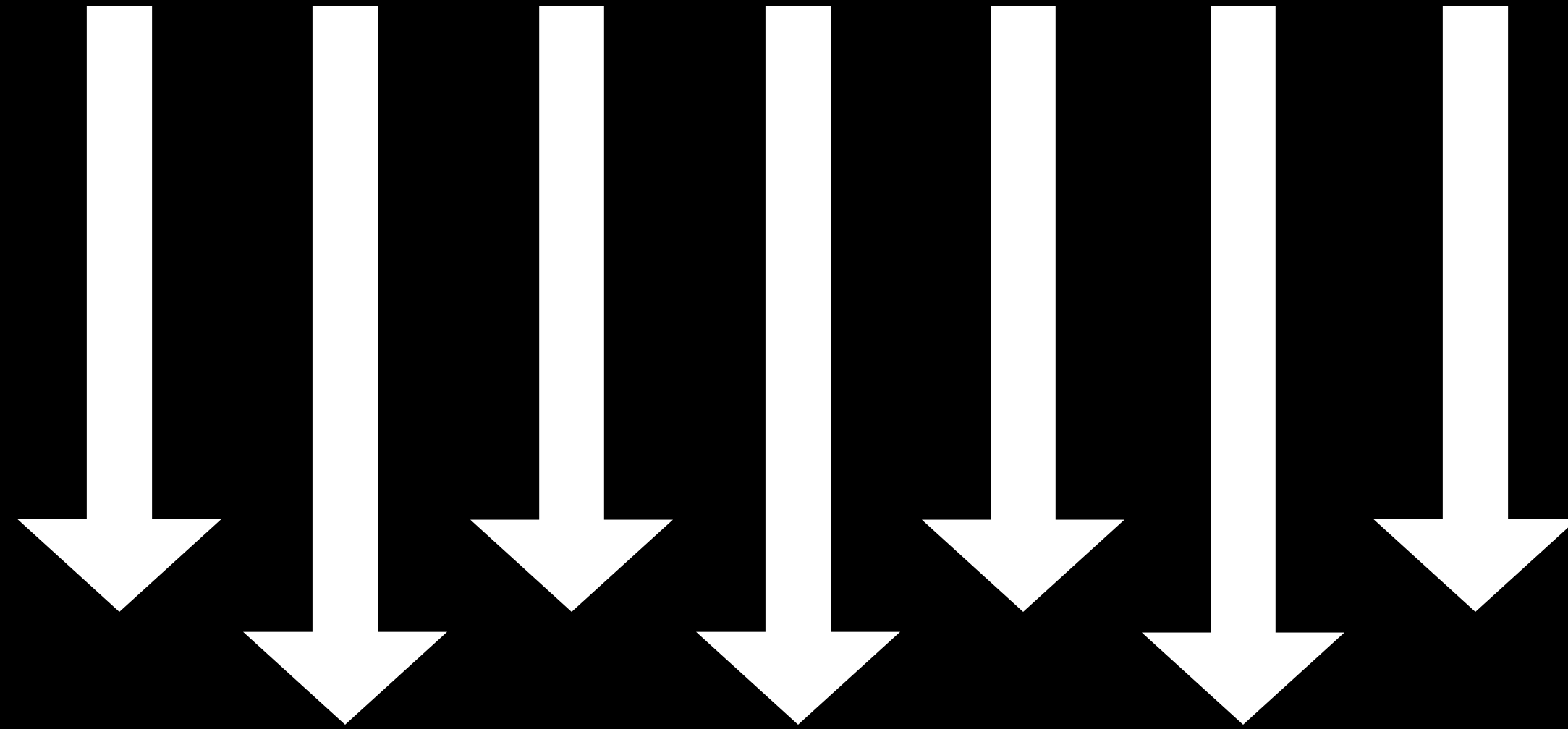
Take a tag and write a personal memory about any experience that the plastic dinosaur recovers for you...

Attach it to the dinosaur and pass it on to someone else.

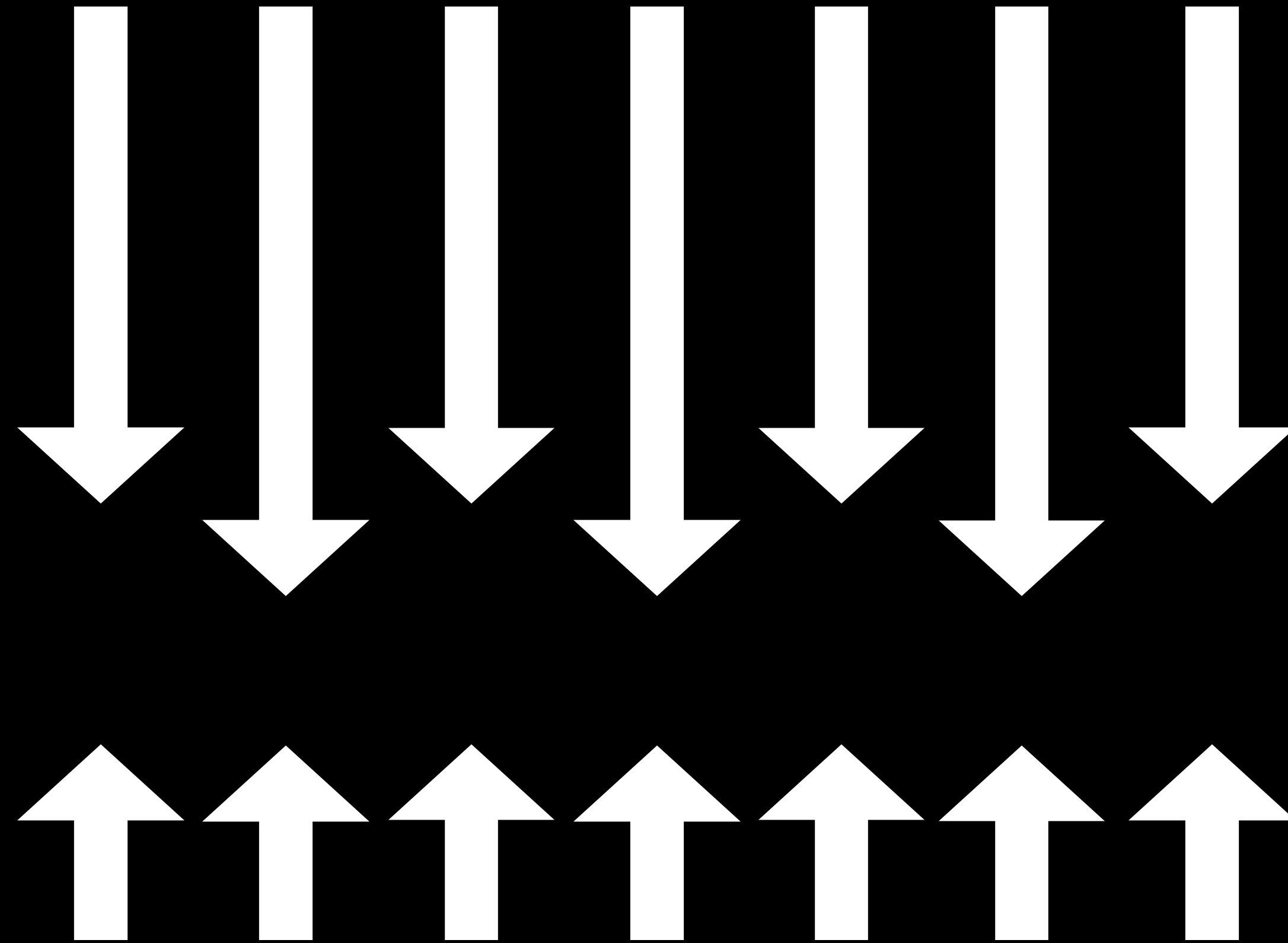
Adding value back to oil



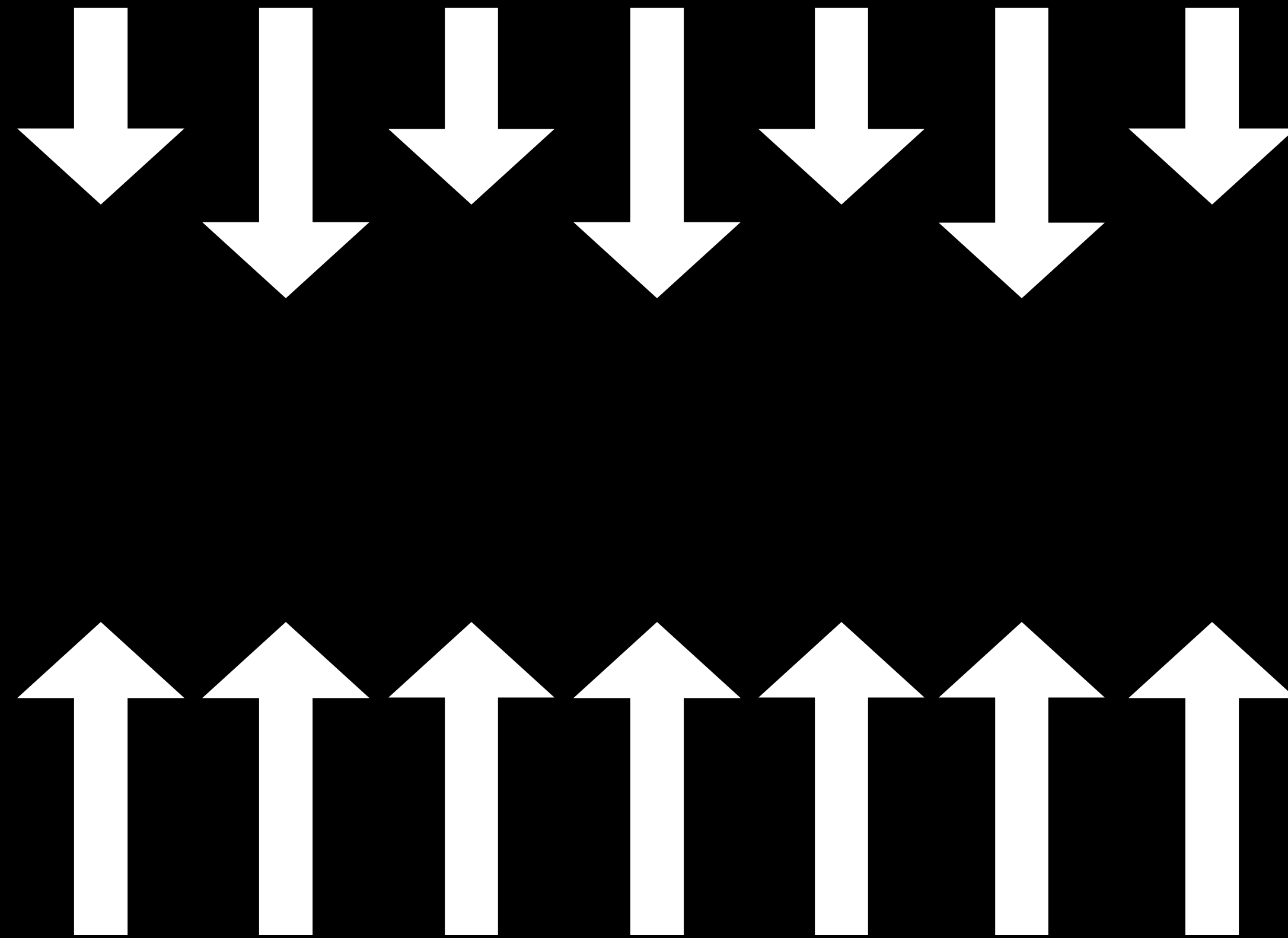
Part 2:
The digital
economy



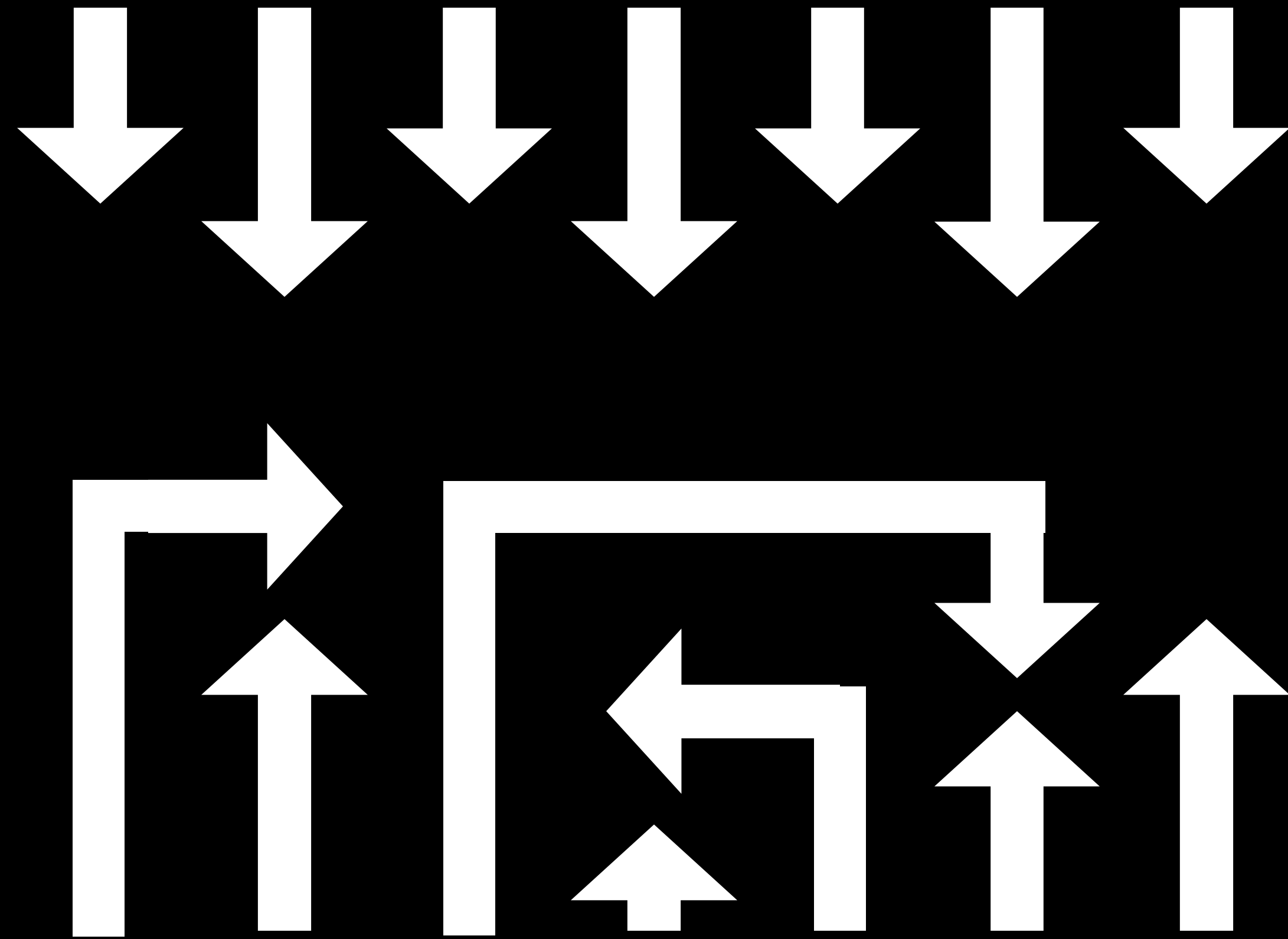
From value chains to value constellations



From value chains to value constellations



From value chains to value constellations



From value chains to value constellations

The Value Chain

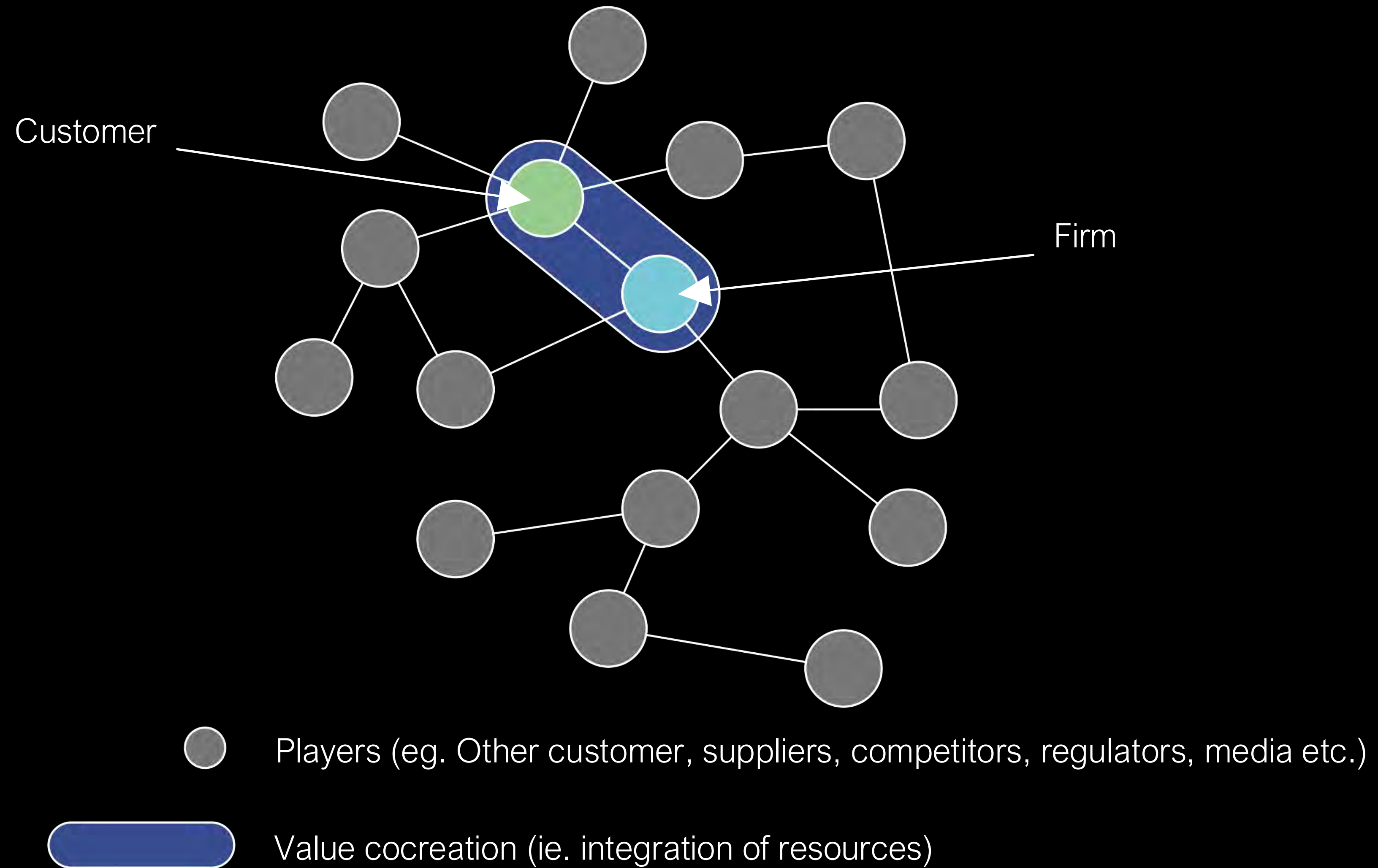


A "push" model of how value is created

From value chains to value constellations

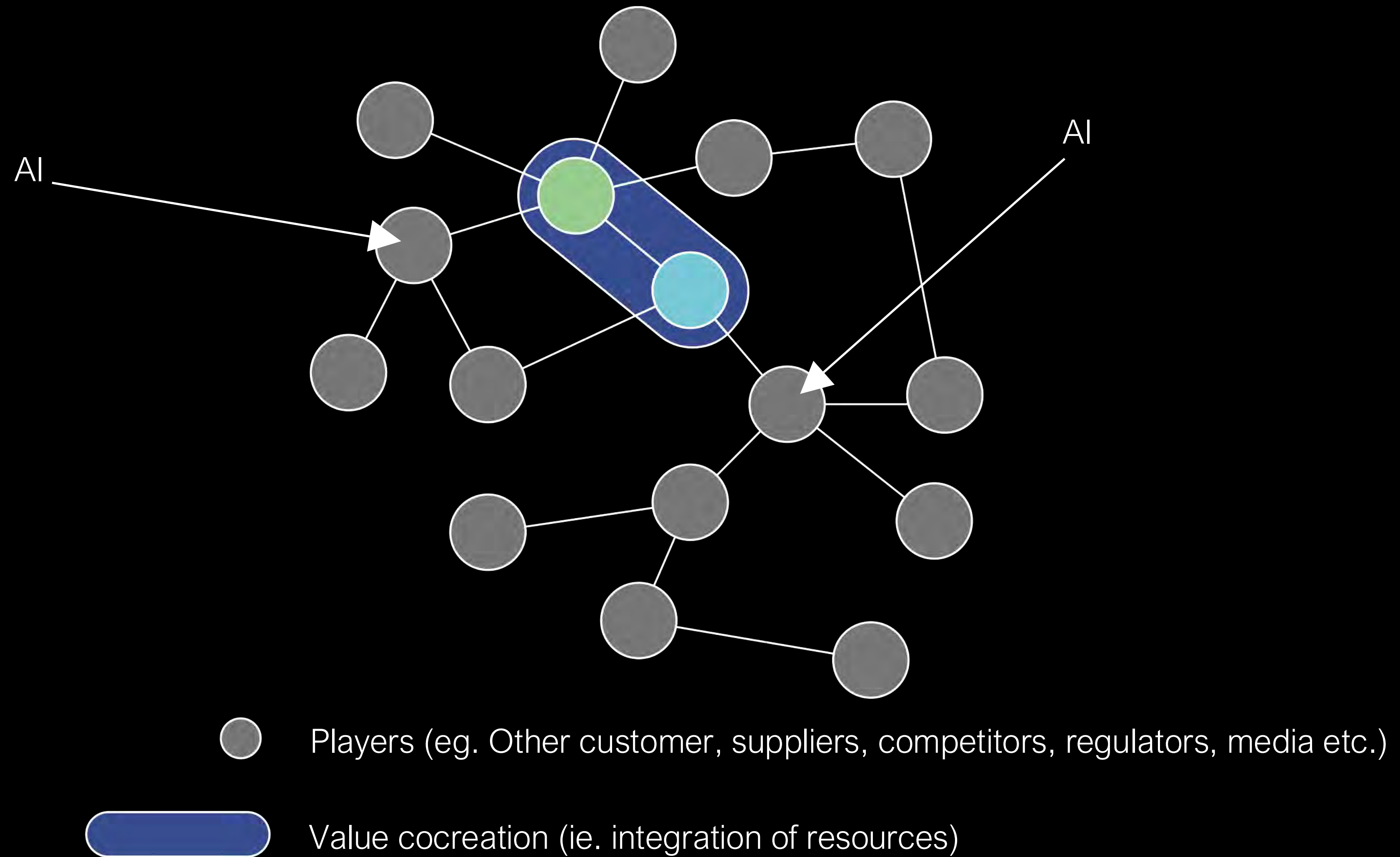


From value chains to value constellations



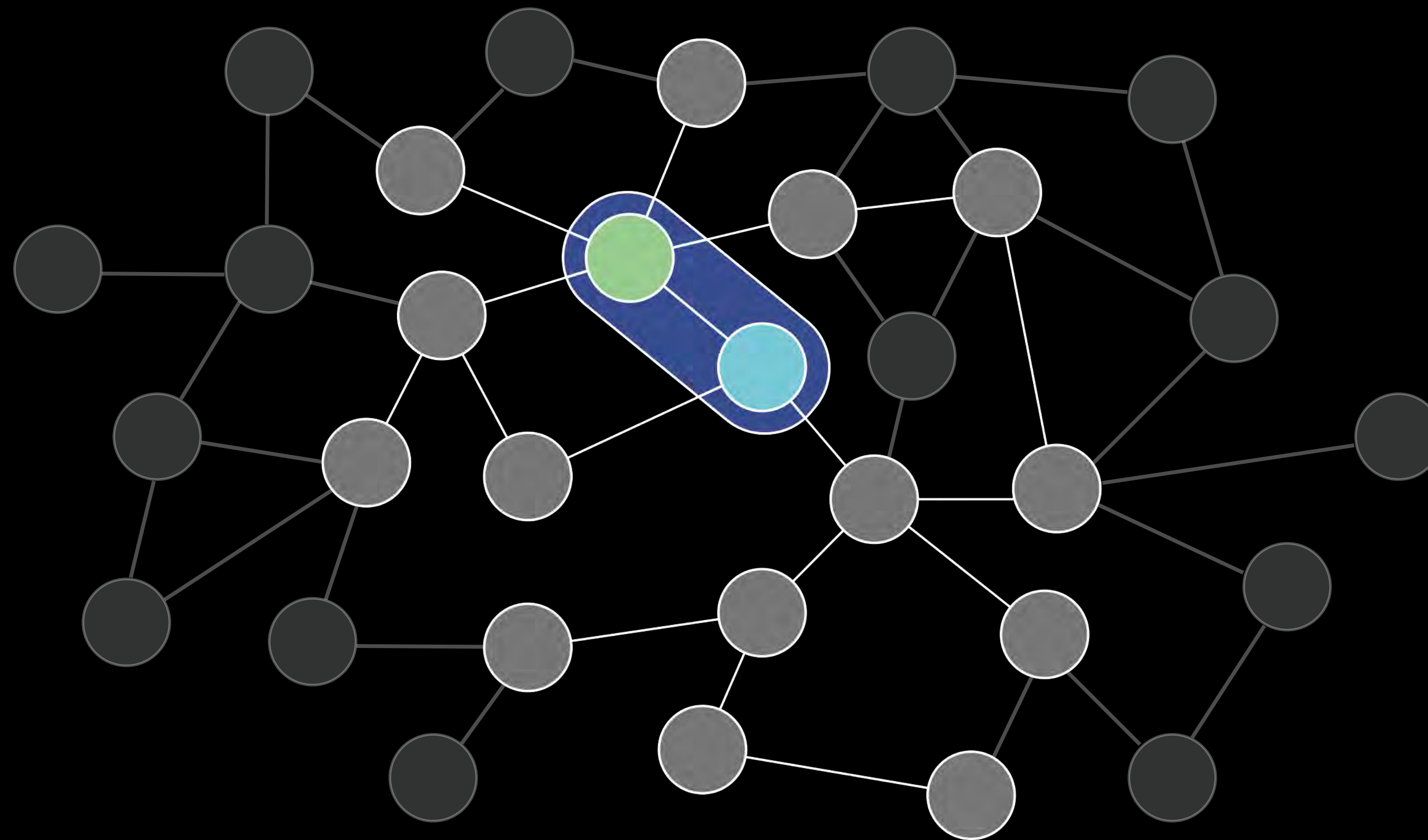
Stefan Michel

From value chains to value constellations



Stefan Michel

From value chains to value constellations



● Players (eg. Other customer, suppliers, competitors, regulators, media etc.)

▭ Value cocreation (ie. integration of resources)

Stefan Michel

From value chains to value constellations

If you change the representation of value,
can you change the values that you can represent?

From value chains to value constellations

#3

Coffee cups as
wallets

KASH Cups:

Speed, Verkerk,
West, Ginting
Munthe, Rankin &
Nissen



KASH Cups



KASH Cups

KASH CUPS

A project by Design Informatics at the University of Edinburgh with Ceramicist Katy West. Find more information on www.designinformatics.org or @designinf

Have you switched your cup on?

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100



KASH Cups



KASH Cups

#4

Coffee machines to
help us with ethical
choices

BitBarista:
Pschetz, Tallyn,
Gianni & Speed



BitBarista: Coffee machines to help us with ethical choices

BitBarista:
Pschetz, Tallyn,
Gianni & Speed



BitBarista: Coffee machines to help us with ethical choices



BUENOS AIRES ESPRESSO
by the Bean Culture

BUENOS AIRES ESPRESSO
by the Bean Culture

BUENOS AIRES ESPRESSO
by the Bean Culture

Birbarista attempts to communicate the complexity of issues around coffee supply chains

#4

Hair dryers that
become devices for
balancing energy



GigBliss: Hairdryers for balancing energy

BitBarista:

Pschetz. Speed,
Gianni, Snow & Ma



GigBliss: Hairdryers for balancing energy



If you change the representation of value,
can you change the values that you can represent?

#2

The thing about
money...

Please take a dollar coin

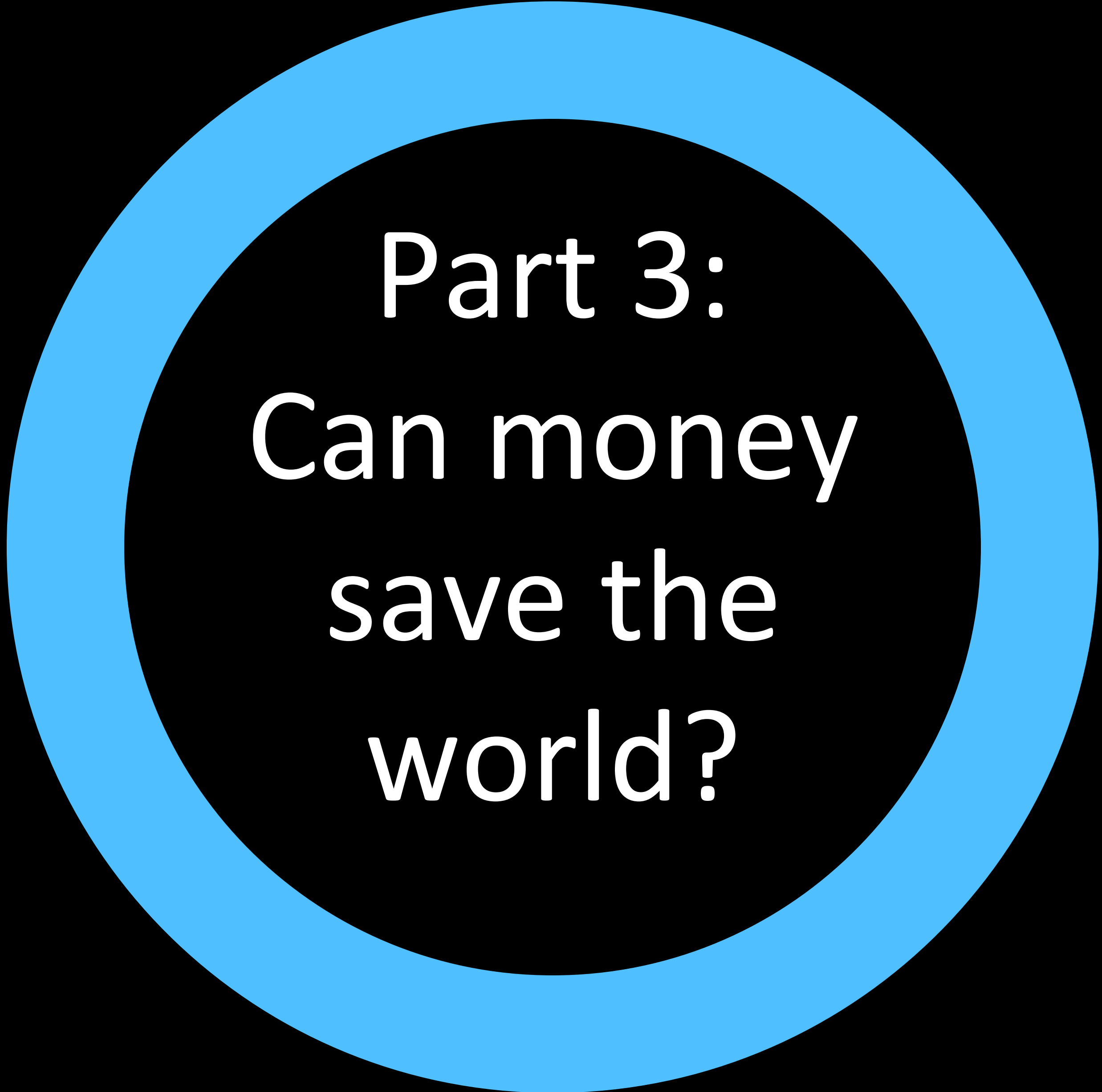
Adding data back to money



Take a sticker and give the dollar some historical data...

Attach it to the coin and pass it on to someone else.

Adding data back to money



Part 3:
Can money
save the
world?

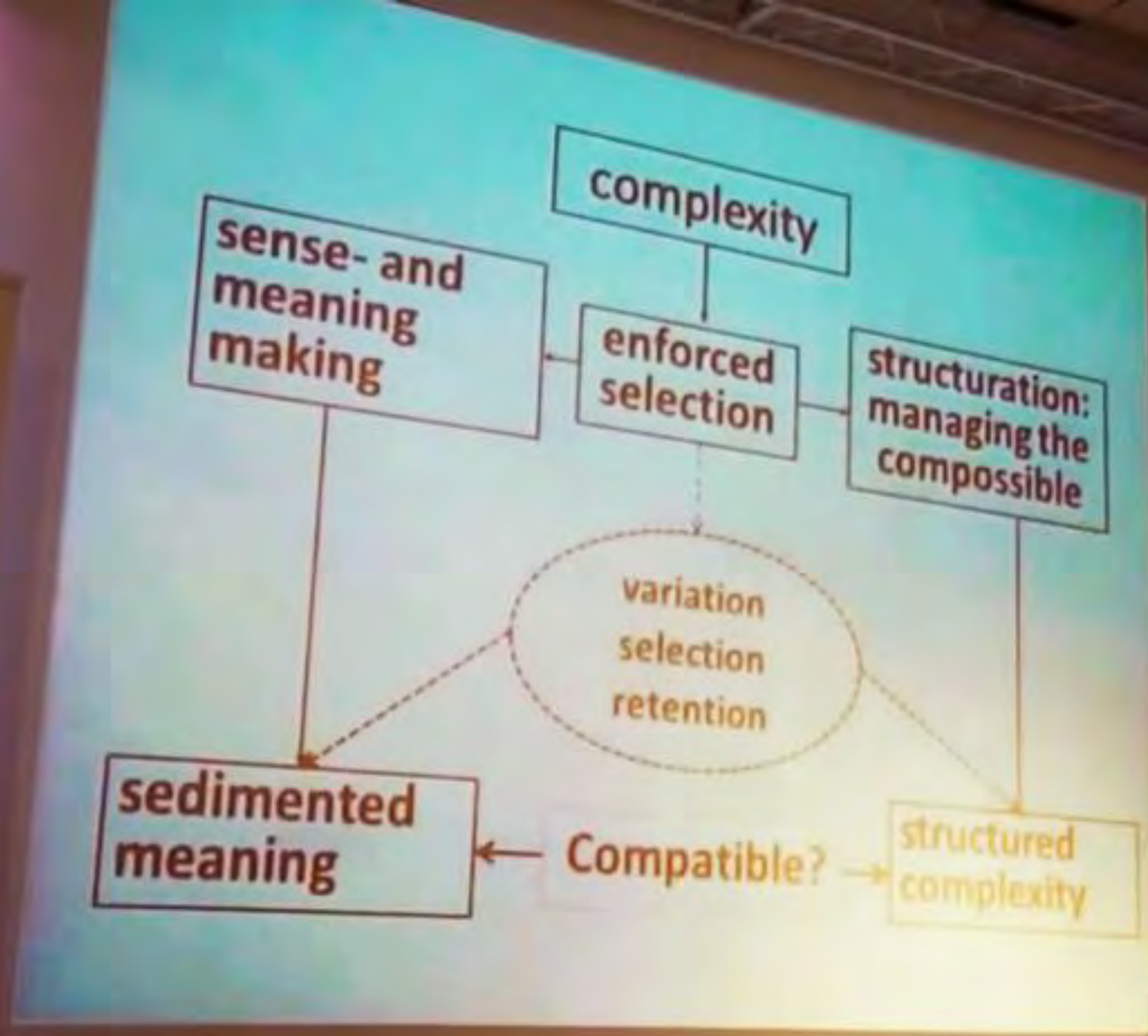
"Put your money where you want the world to go. It's as simple and as powerful as that" — Christiana Figueres, Former Executive Secretary UNFCCC

Mainstream banks still fund climate destruction, with £2 trillion invested in the fossil fuel industry's growth since 2016, and \$50 trillion invested by pension funds globally, there is huge power in "voting with our pounds".

Economic Imaginaries



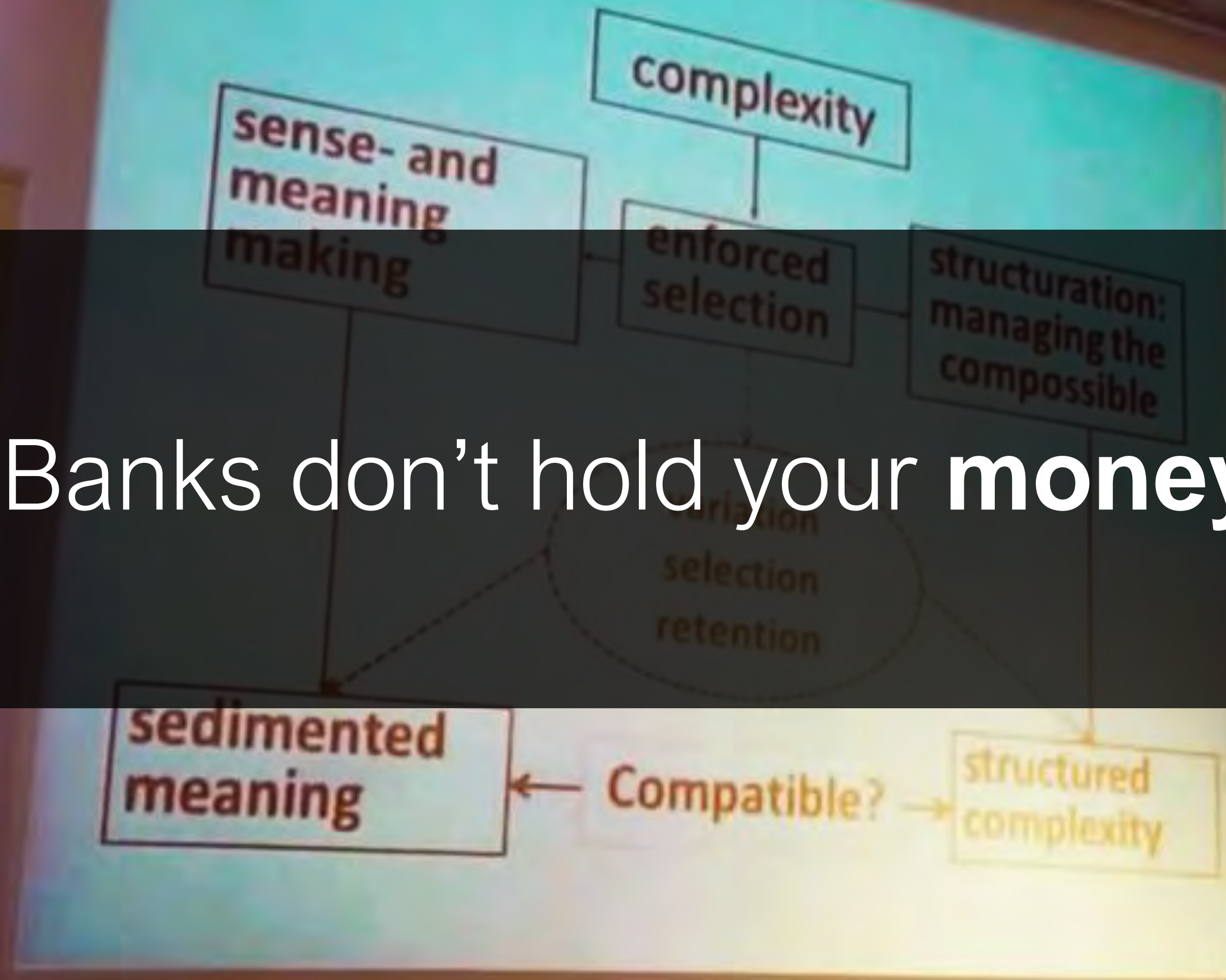
Economic Imaginaries



Jessop 2013 <https://www.youtube.com/embed/A-HXVEanAoY>

Economic Imaginaries

Banks don't hold your **money**



Jessop 2013 <https://www.youtube.com/embed/A-HXVEanAoY>

Economic Imaginaries

Banks don't hold your **money**
Banks hold your **data**



Jessop 2013 <https://www.youtube.com/embed/A-HXVEanAoY>

Economic Imaginaries

#5

Adding conditions
to the money that
you give away

If Then Give
Rankin, Elsdon,
Trotter, Davies,
Vines, Speed



Seismic Seesaw

Created by Oxfam and OXCHAIN

Money held in a smart contract is released immediately by independently reported real-world events. In this case the trigger for the release is an earthquake, of any magnitude, anywhere in the world, reported by the United States Geological Survey.

- Add your £1 to the pot
- Press the button and check the deal for earthquake reports
- If one or more earthquakes are reported, the donation goes to Oxfam's Emergency Response Fund
- If no earthquakes are reported during the contract, the donation goes to Oxfam's General Fund

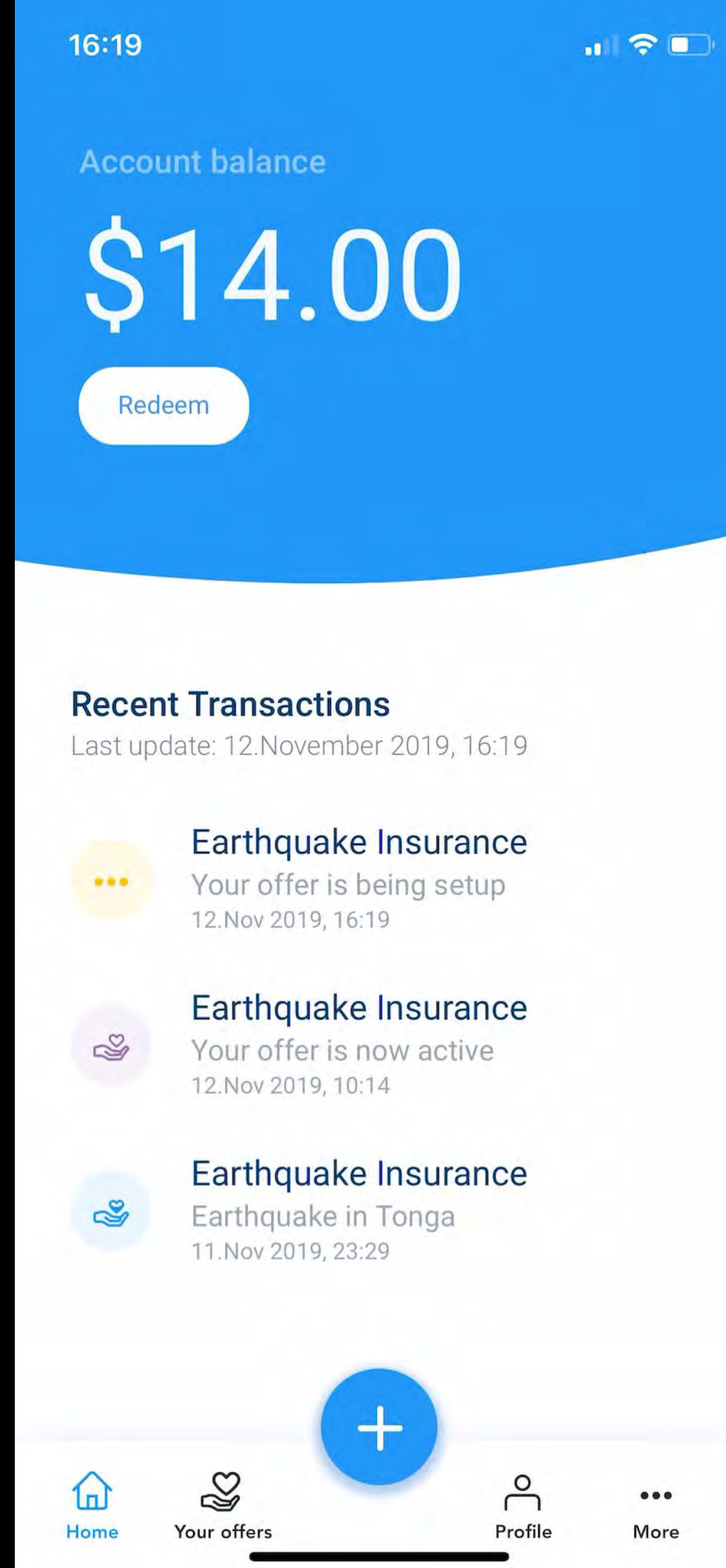
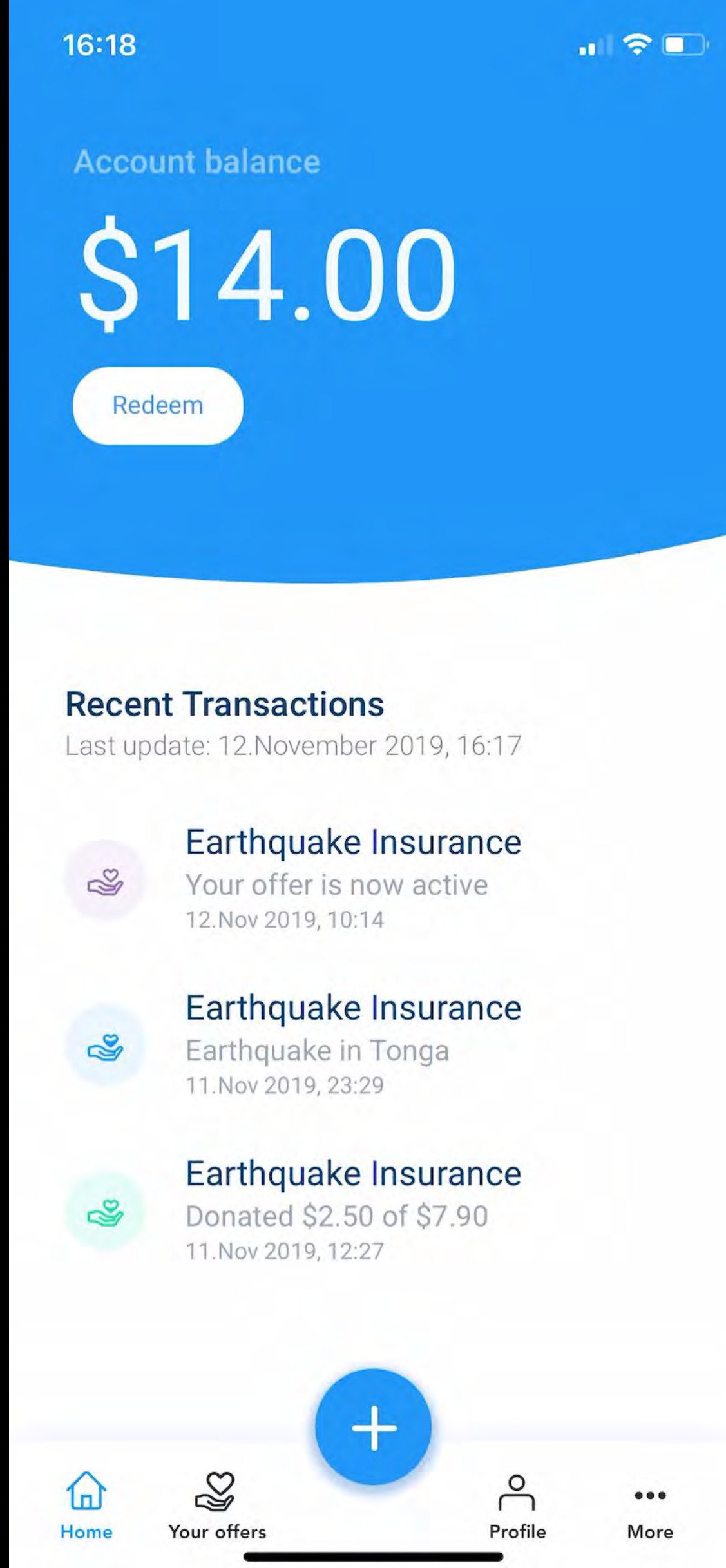
OXCHAIN

Conditional Giving

Seismic Seesaw

#ConditionalGiving

 **OXCHAIN**



Conditional Giving

If Then Give. The future of giving

ifthengive.oxfam.org.au

Design Informatic... Creative Informati... Design Lab (EFI S... Data + Design Lab... EFI boards, Online... EFI Digital Home (... EFI Directorate Gr... Office 365 Email

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OXFAM PILOT
IF THEN GIVE


HOME FAQ MORE INFORMATION GET TH

IF THE AIR QUALITY IS POOR THEN GIVE.

Give to charity on your terms. Meet If Then Give, a smart, easy and secure way to support the causes that matter to you. For an equal future, one pledge at a time.

Download on the App Store GET IT ON Google Play See it in action

The app supports phones with Android 8.0 or higher and Apple iPhones with iOS 12.0 or newer.



09:24

YOUR BALANCE

\$13.00

TOP UP

RECENT TRANSACTIONS

Last update: 13.July 2022, 09:24

- Earthquake Insurance**
Earthquake M 6.3 Northern Marian...
09.Jul 2022, 09:50
- Tackle The Climate Crisis**
Full amount donated
24.May 2022, 12:44
- Offset Coal Emissions**
Full amount donated
05.Apr 2022, 10:48



TORI

TORI MAREN

#6

Money laundering
(the right way)

**FTML: Data
Laundering**

Rankin, Disley,
Morgan, Elsdon,
Vines, Speed



**HSBC UK
Advance**

Debit



4659 4411 8729 9252

VALID FROM ▶ 02/21 EXPIRES END ▶ 04/26

40-36-22 92592835

DR C J SPEED

VISA

FTML <Financial Transaction
Markup Language/>

Data Laundering

Money Laundering (the right way round)

FTML: Laundering

Rankin, Disley,
Morgan, Elsden,
Vines, Speed

Concept
Design and Development

Chris Speed, Chris Elsden &
Martin Disley

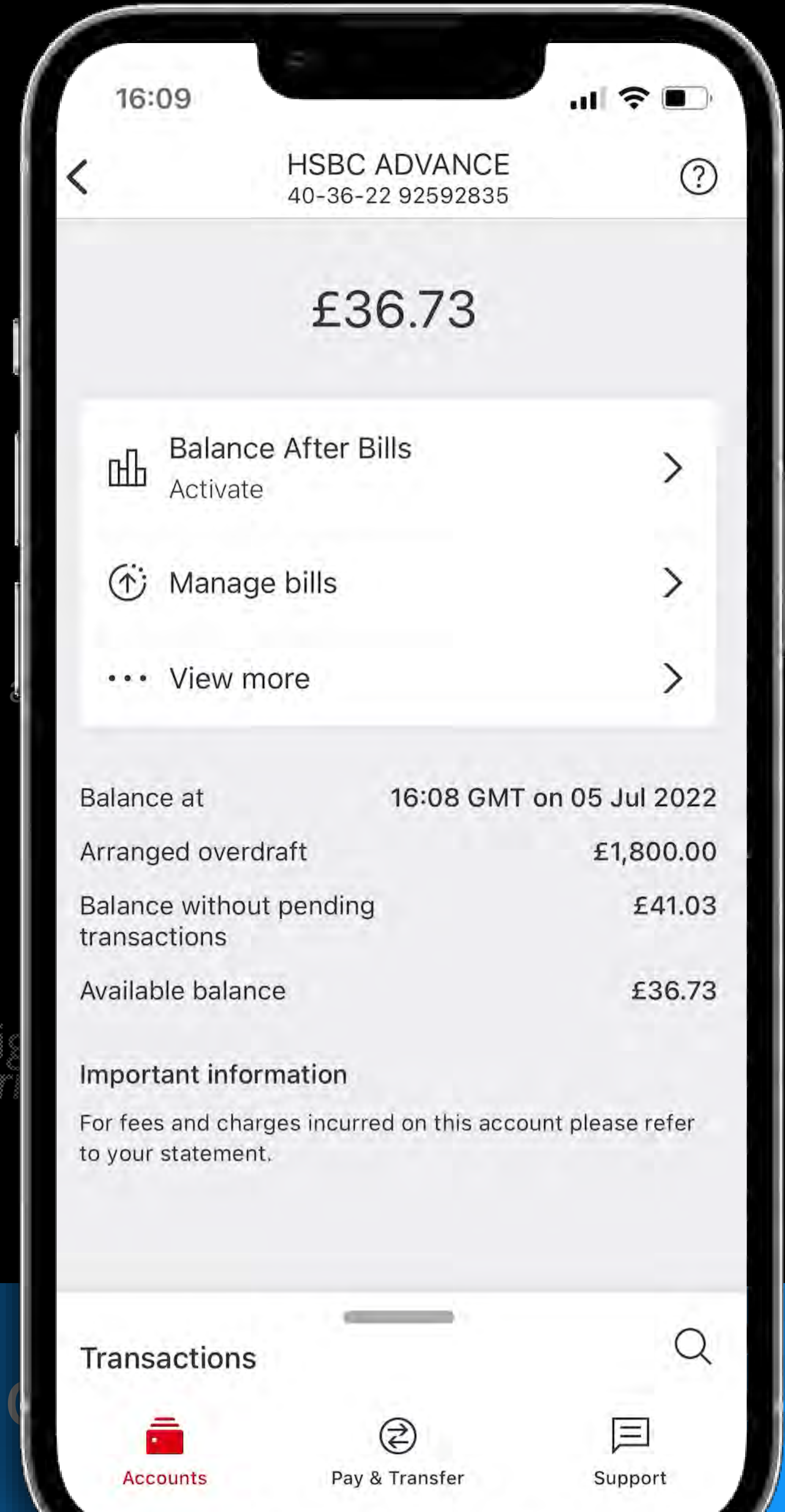


THE UNIVERSITY
of EDINBURGH

DECADE

design
inform

Money Laundering (the right way round)



"Put your money where you want the world to go. It's as simple and as powerful as that" — Christiana Figueres, Former Executive Secretary UNFCCC

Mainstream banks still fund climate destruction, with £2 trillion invested in the fossil fuel industry's growth since 2016, and \$50 trillion invested by pension funds globally, there is huge power in "voting with our pounds".

Money Laundering (the right way round)



Adding data back to money

#3

Let's launder some
money...

Please take the dollar coin

Adding data back to money



Take a sticker and give the dollar some conditions of what to be spent on...

Attach it to the coin and pass it on to someone else.

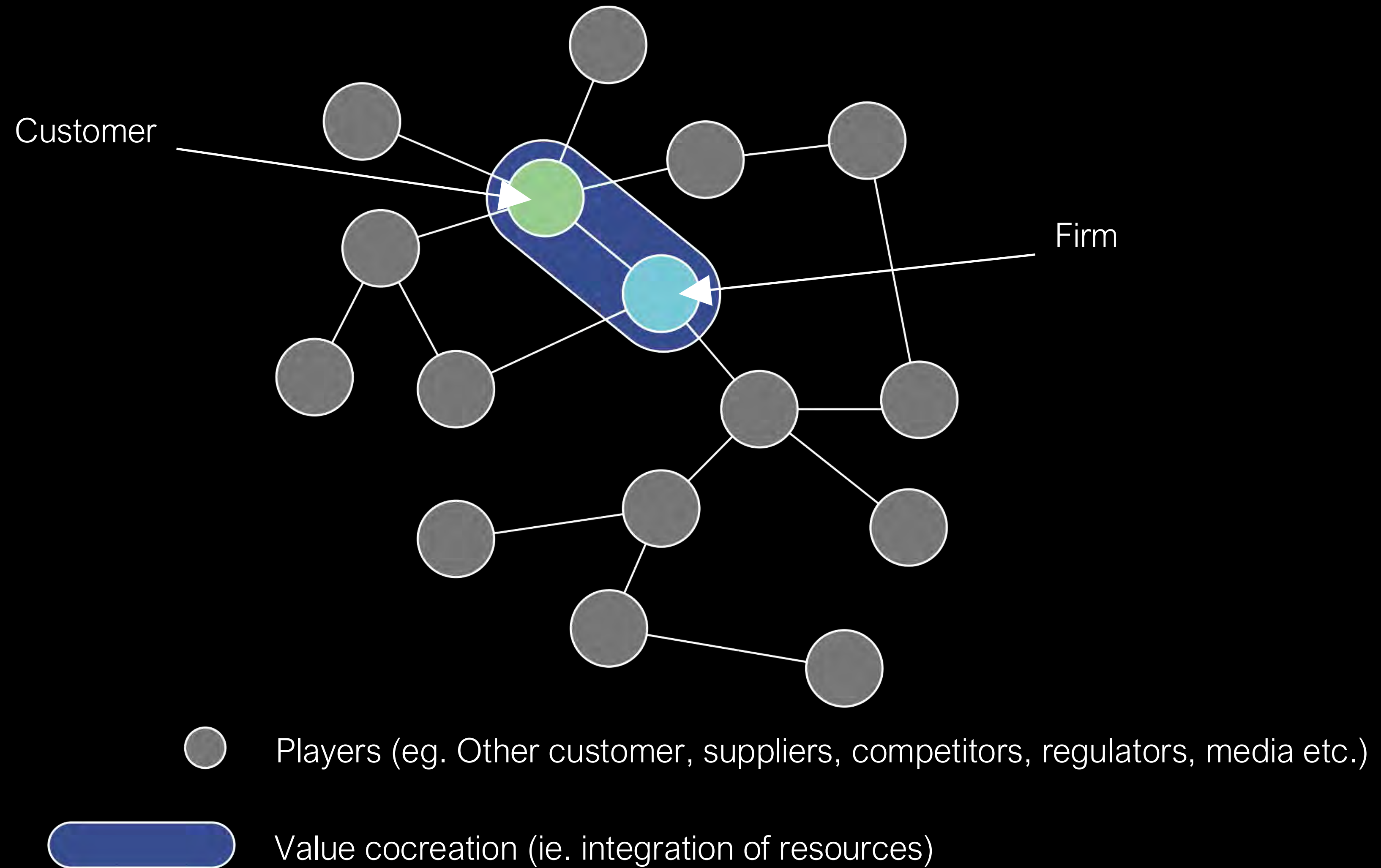
Adding data back to money



#Footnotes

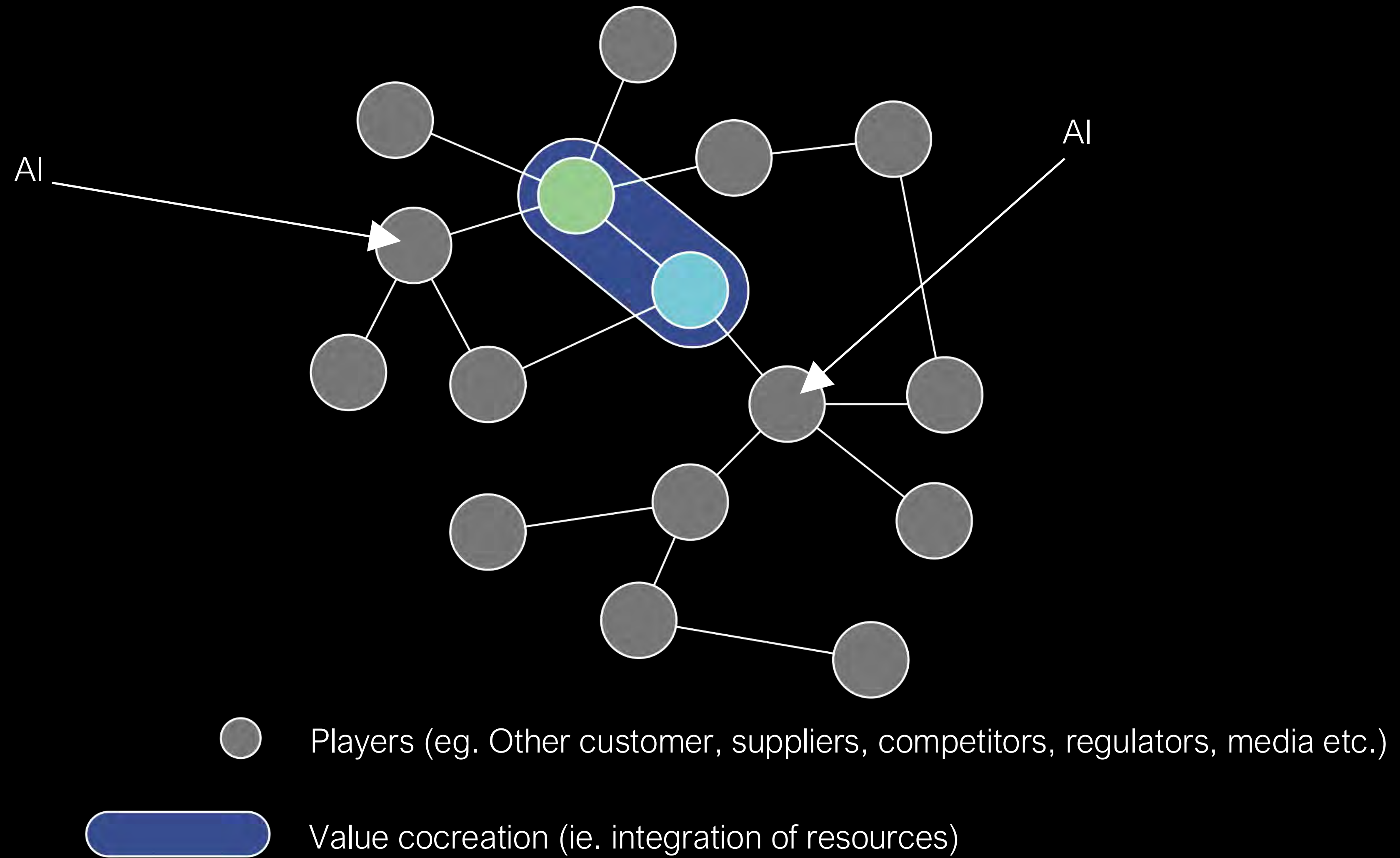
If you change the representation of value,
can you change the values that you can represent?

Economic Imaginaries



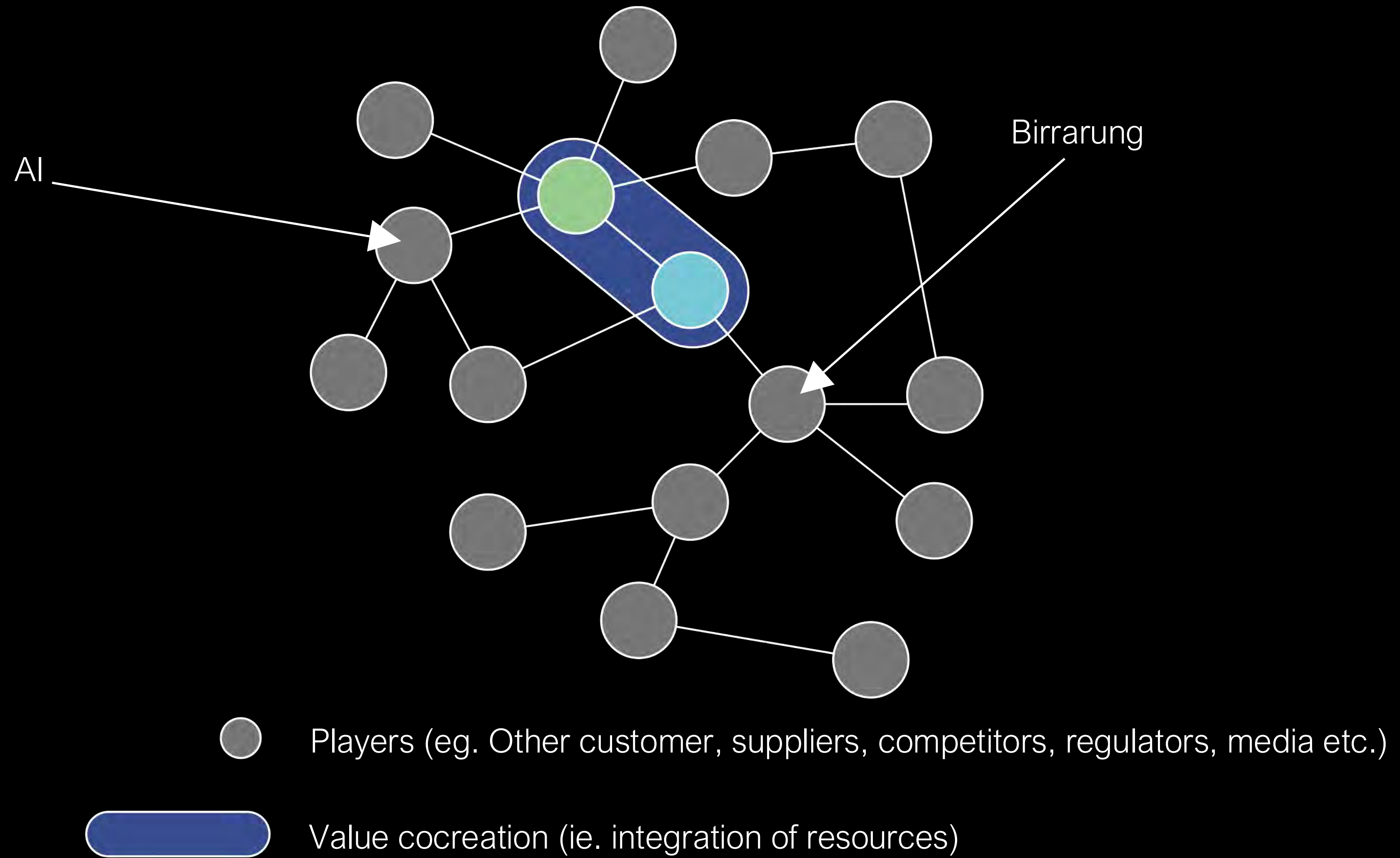
Stefan Michel

Economic Imaginaries



Stefan Michel

Economic Imaginaries



Stefan Michel

Economic Imaginaries

Does money, as meaningful data set, offer designers an entirely new design material to better engage them in social, environmental and economic research?

Money becoming...

Does money, as meaningful data set, offer designers an entirely new design material to better engage them in social, environmental and economic research?

If money is to move into a condition in which it can be associated with multiple values, is it possible for those values to begin to drive values based transactions?

Money becoming...

Does money, as meaningful data set, offer designers an entirely new design material to better engage them in social, environmental and economic research?

If money is to move into a condition in which it can be associated with multiple values, is it possible for those values to begin to drive values based transactions?

If we can recognise a river as a living entities in law, what happens when we give it a bank account?

Money becoming...

Can Money Save the World?

@chrisspeed

