

# CASES

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**MOTIF** Institute for  
Digital Culture

**MOTIF** is an independent think tank that operates at the intersection of technology and society. In times of rapid technological change, we advise businesses, non-profits, and policymakers on responsible tech. We translate complex questions of the digital age into feasible formats. Our focus lies on artificial intelligence, mobility, and innovation.



# SUSTAINABLE FUTURES: 30 TACTICS FOR 2030





# CHALLENGE

## CityLAB Berlin

is an experimental laboratory that aims to connect the city administration and the urban society to work on solutions for the digital Berlin of tomorrow. For the Berlin Science Week 2019, CityLAB wanted to gather citizens in order to tackle pressing social and environmental issues and foster civil participation and awareness for sustainable living.

# RESULTS

MOTIF created “30 Tactics for 2030” – a format that attracted 150 participants and generated more than thirty tactics for a sustainable future of Berlin.

+ Speakers gave interdisciplinary inputs on carbon-free cities, data, and equitable technology.

+ A workshop tackled concrete sustainability problems such as bias in artificial intelligence or forest decline in cities.

+ Tactics were prototyped, exhibited and translated into strategies for further projects of the city administration.



# DEUTSCHE BAHN: TRAIN EMPLOYEES ON ETHICS, SUSTAINABILITY, AND RESPONSIBLE TECH





# CHALLENGE

## Deutsche Bahn

is the largest railway operator and infrastructure owner of Europe. At their recently founded Digital Base in Berlin, they aim to guide this huge corporation towards digitalisation and New Work. They strive to provide trainings on the latest trends in technology and society for their employees.

# RESULTS

MOTIF facilitated several trainings on data, sustainability, and technology for Deutsche Bahn employees in order to give them guidance on urgent challenges of the digital transformation.

+ Datawalking: An interdisciplinary workshop big data in urban spaces and the future of mobility.

+ Sustainable Tech: A workshop that uses future scenarios to prototype responsible technologies.

+ Ethics by Design: A workshop by the tech ethicist Alice Thwaite that aims to implement ethics into design processes.



2038: THE GERMAN  
PAVILION AT THE  
VENICE BIENNALE

2038

We call our time The New Serenity.





## CHALLENGE

### The German pavilion at the 2020-Venice Biennale

hosts a video exhibition that is situated in the year 2038. In “The New Serenity”, society has mastered a great crisis with the help of radical democracy, decentralisation, and technologies. But how does this future of 2038 look like, and how did we get there?

Find out more [here](#).

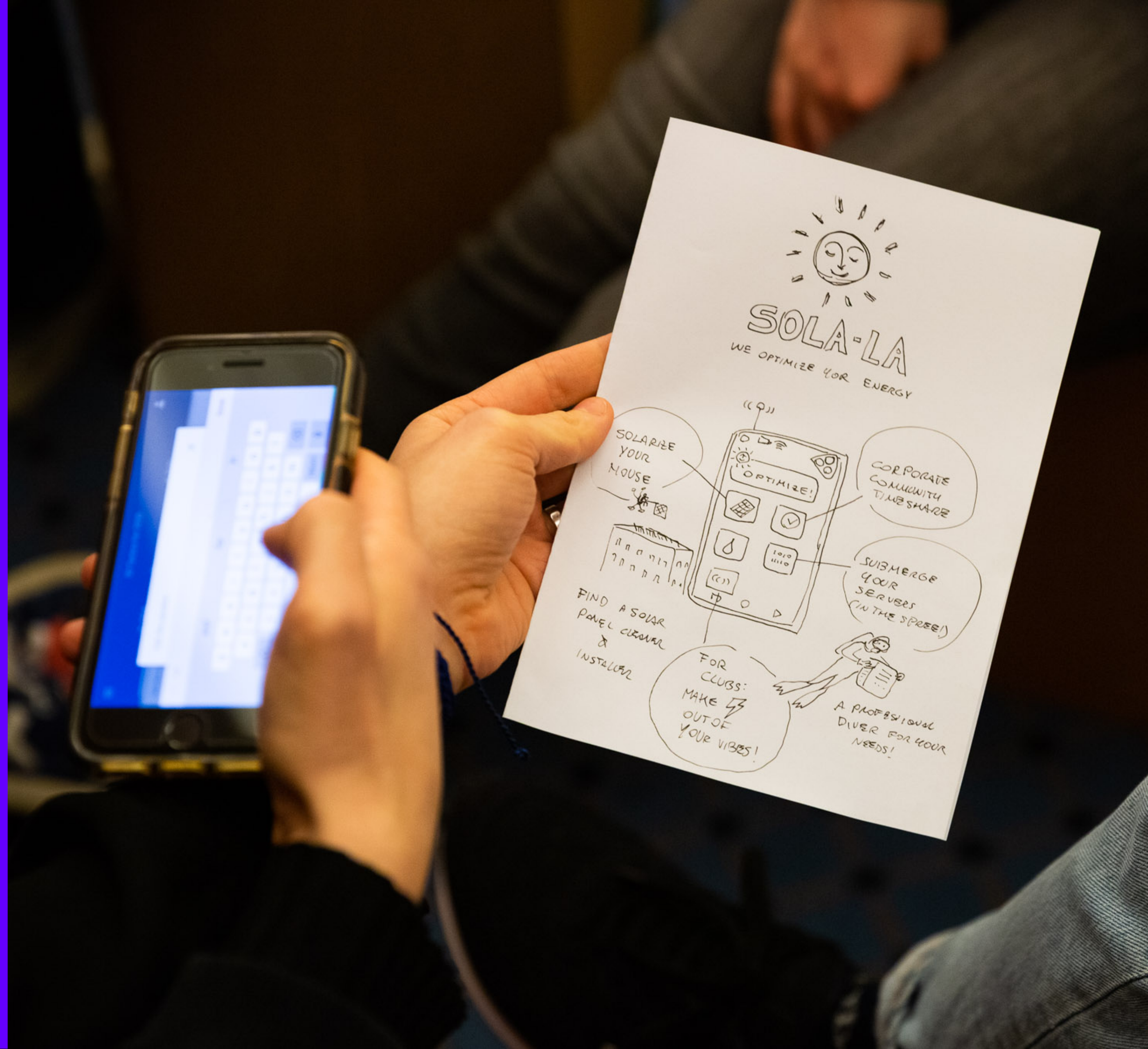
## RESULTS

MOTIF created concepts for the video exhibition and provided expertise on technology, feminism, and sustainable development.

- + Research and elaboration of two future scenarios as basis for the screenplay.
- + Lecture on feminist cities for students who were involved in the project at ETH Zurich.
- + Publication on politics and technology for the 2038 issue of the journal *Arts of the Working Class*.



# PROTOTYPING DIGITAL PRODUCTS





## CHALLENGE

### Tech companies and IT service providers

clearly know their way around the latest tech innovations but sometimes lack expertise when it comes to the social implications of that exact technology.

## RESULTS

MOTIF has developed and conducted a workshop that helps developers, designers and business experts to implement ethical thinking in the development process of digital products.

+ Input Talk: The most urgent questions and cutting-edge ethical concepts with focus on technology.

+ Defining Values: Define organisational values, draft first concepts and formulate ethics guidelines.

+ Prototyping Digital Products: Create digital products with methods of Design Thinking and the help of the Sustainable Development Goals.



# FEMINIST FUTURES: ADVOCATING FOR FEMINIST TECHNOLOGY

## FEMINIST FUTURES





# CHALLENGE

Technologies are often biased, unjust, and not inclusive.

How can we foster civic engagement in order to re-think and re-imagine technologies?

How can we use feminism as a tool and re-envision desirable futures?

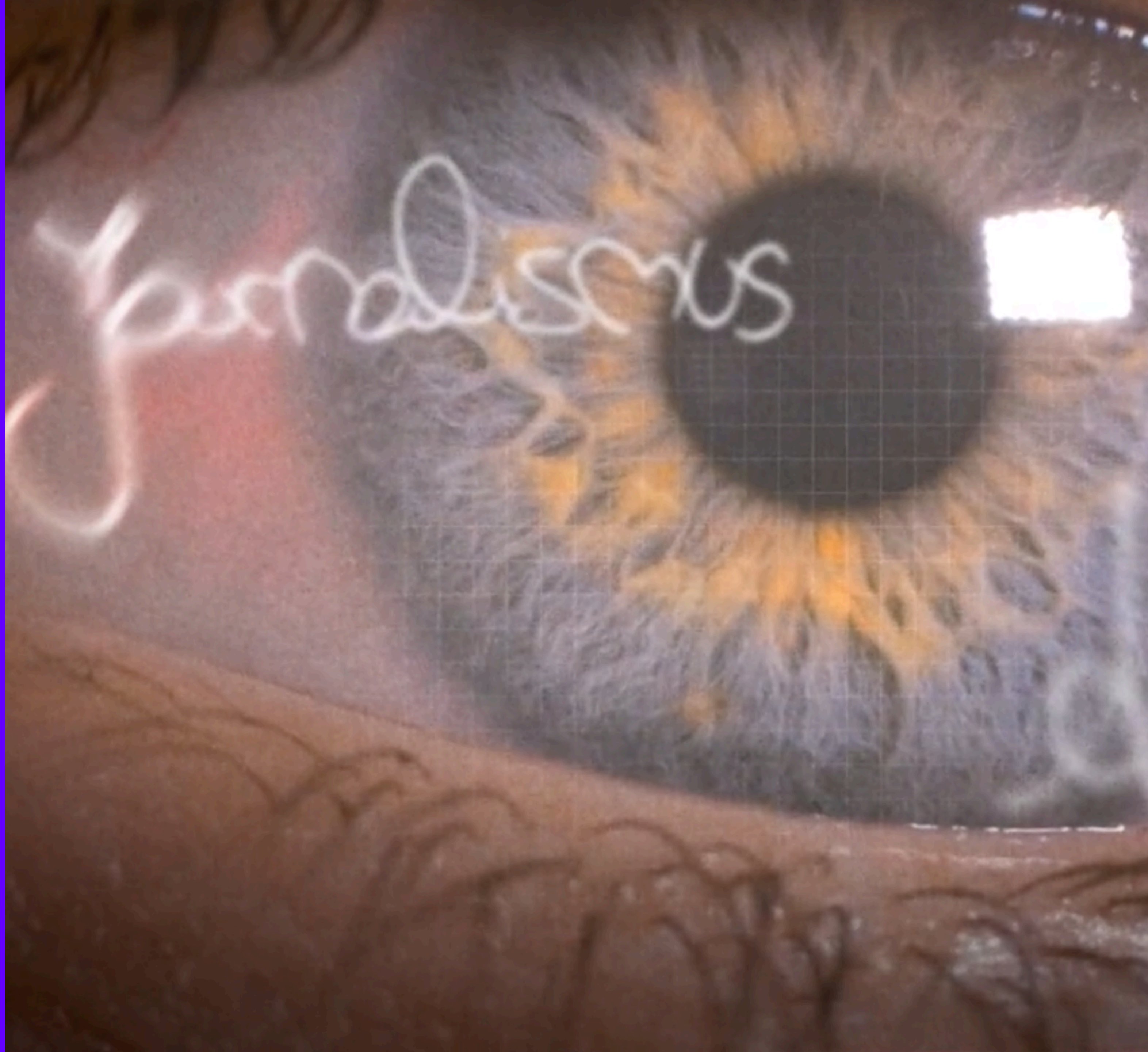
# RESULTS

MOTIF created Feminist Futures, a platform and an ongoing participatory art and advocacy project. It initiates, creates and archives fiction stories of feminist technologies.

- + Facilitate nearly twenty workshops for institutions (Goethe Institut, netzforma e.V.) and conferences (re:publica, Internet Freedom Festival, RightsCon).
- + Publish essays, give talks and interviews on the topic.
- + Create the first feminist fiction archive with more than fifty stories in several languages.



NETZPOLITIK.ORG:  
GROW A COMMUNITY  
FOR DIGITAL HUMAN  
RIGHTS





# CHALLENGE

[netzpolitik.org](https://netzpolitik.org)

is a platform for digital rights. In order to create more awareness for the topics it is working on, netzpolitik.org wants to make more accessible and participatory formats. The platform aims to attract new readers without losing its existing community.

Additionally, netzpolitik.org needs a strategy to establish a sustainable, donation-based business model.

# RESULTS

In a team of six people, we consulted [netzpolitik.org](https://netzpolitik.org) for one year. Our services included:

- + Research: Quantitative and qualitative methods
- + Strategy: Formulation of a strategy that ensures a high journalistic standard and an engaged reader community which is willing to donate on a regular basis.
- + Action: Provide guidance for the re-design of the website to facilitate the donation process. Publish a magazine, create shareable social media content and merchandise. Give talks at community-based events.

Find out more [here](#).



Are you interested in working with us?

We would love to hear from you.

Send us an email to

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Katrin & Helene

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