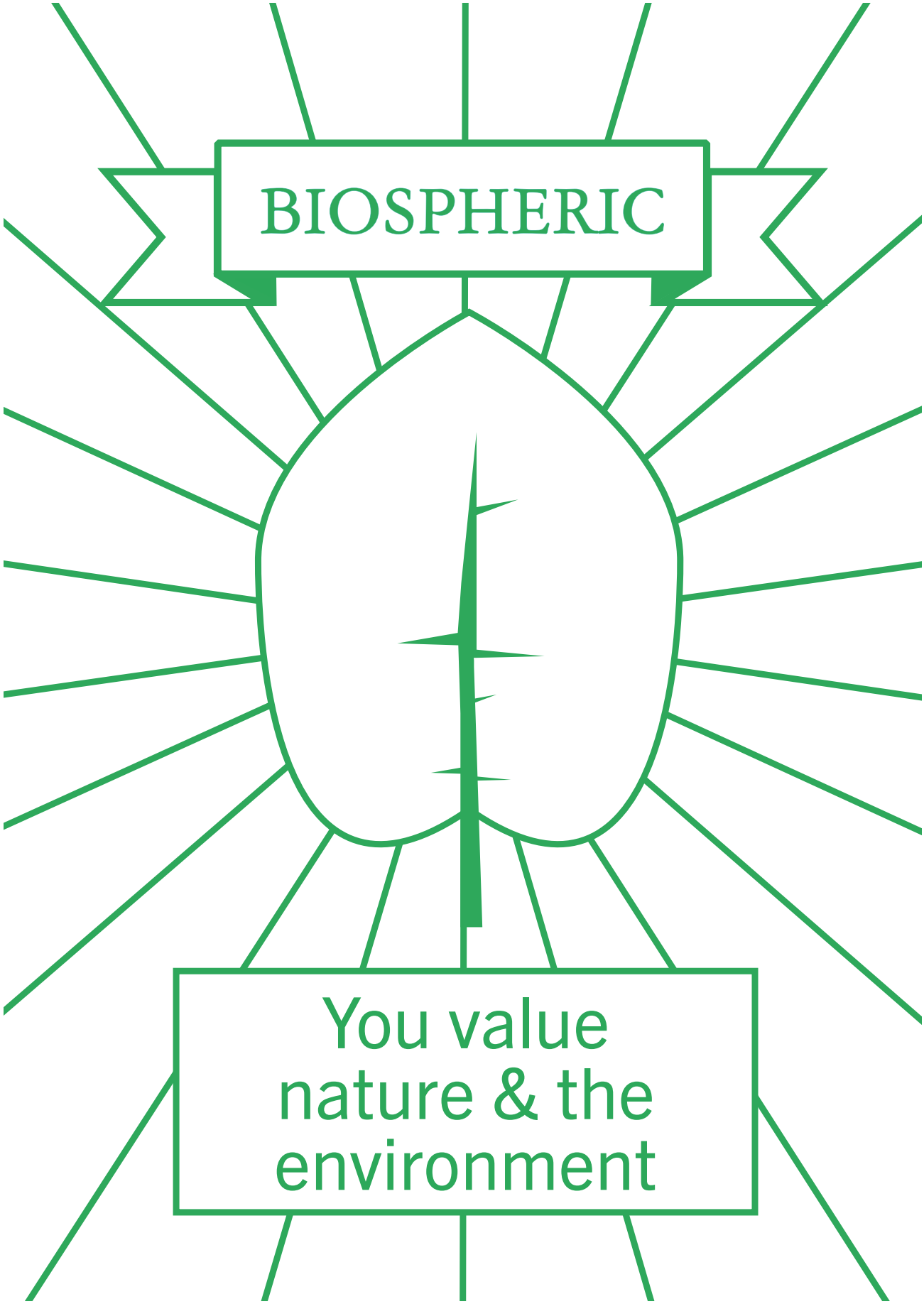
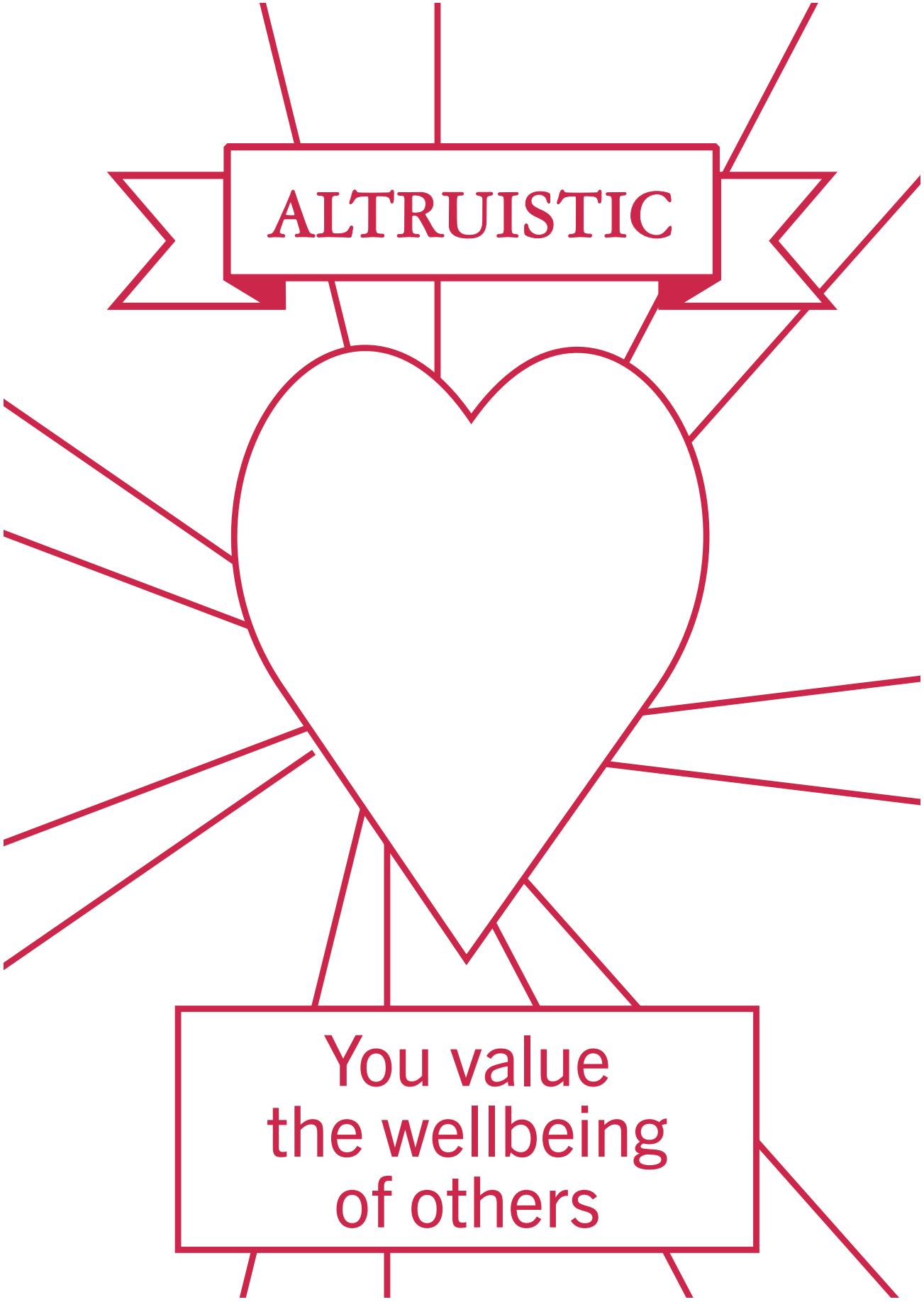
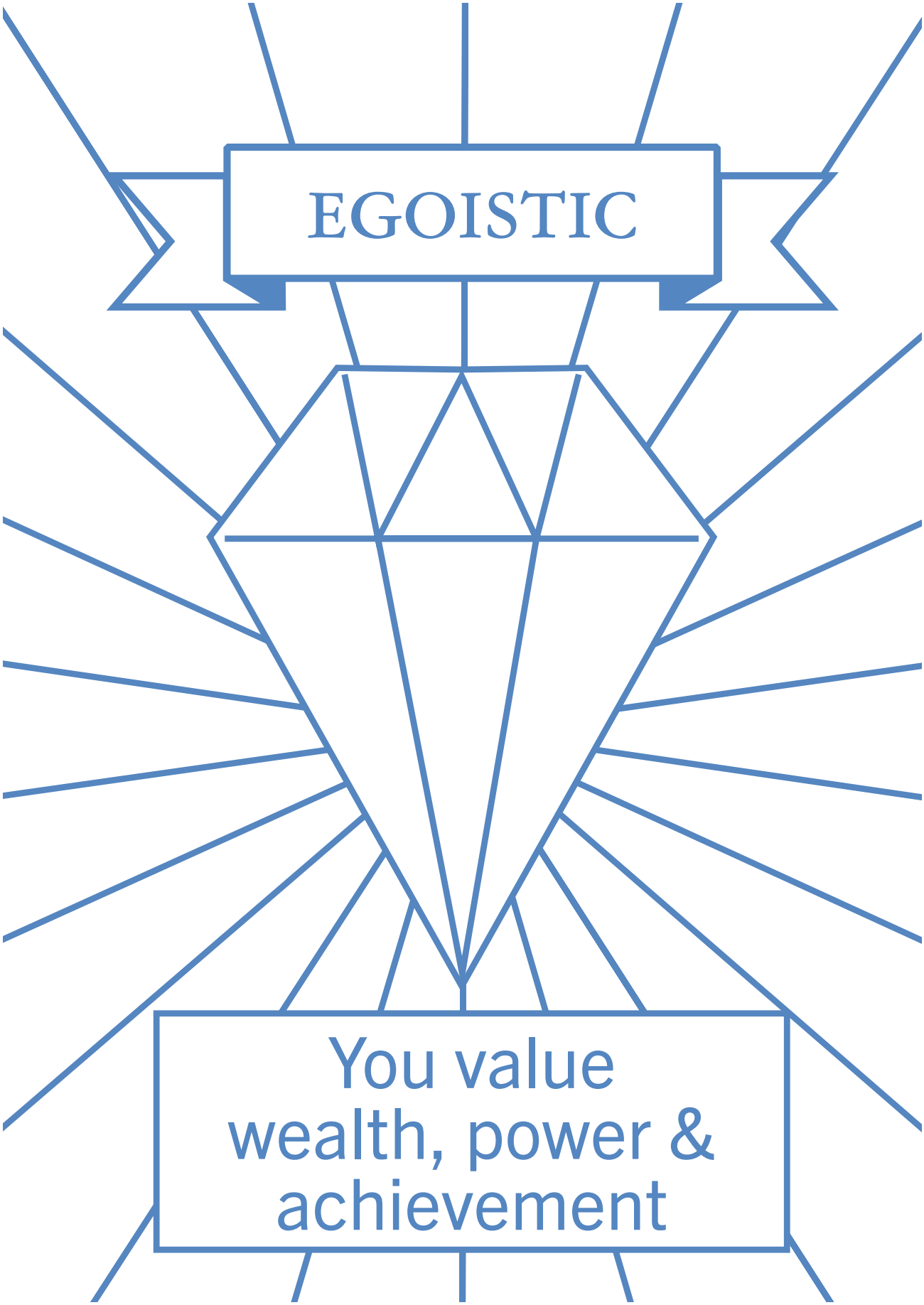
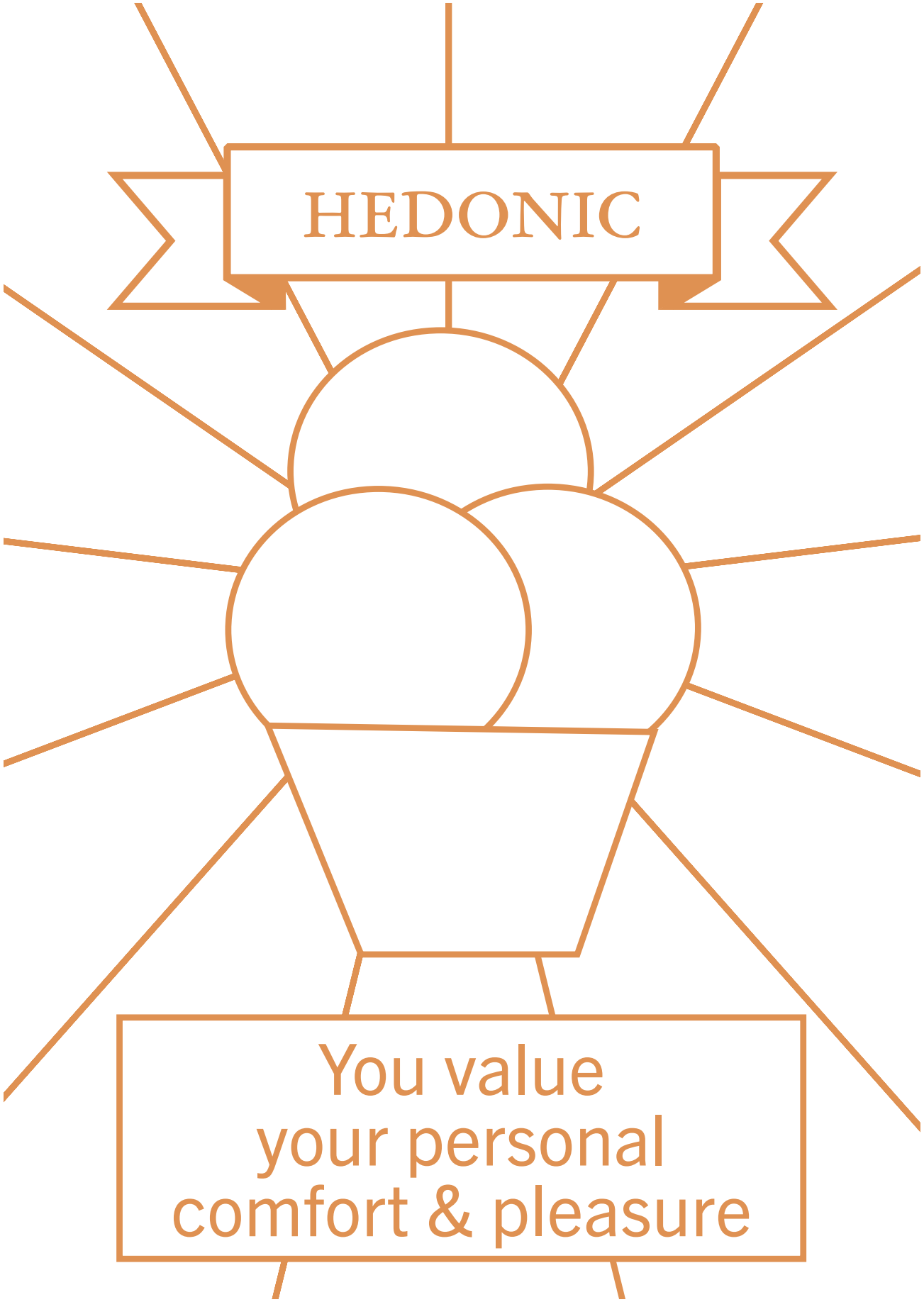
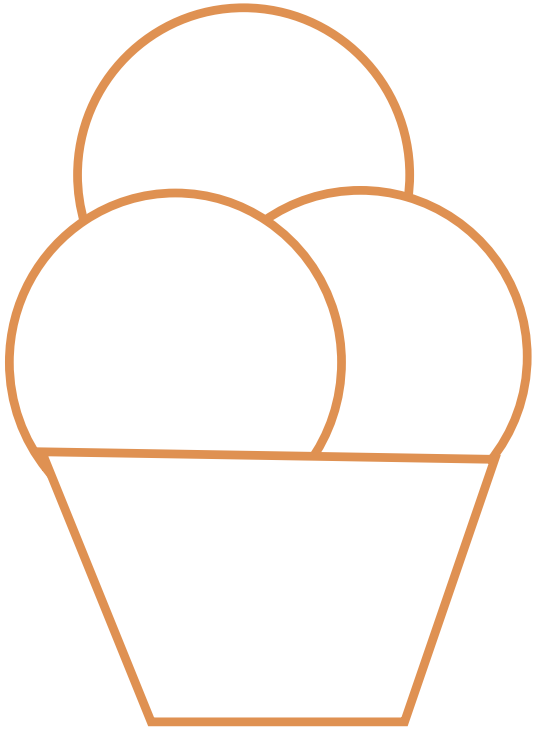
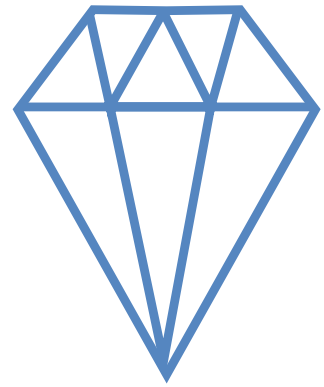

BIOSPHERIC
You value
nature & the
environment

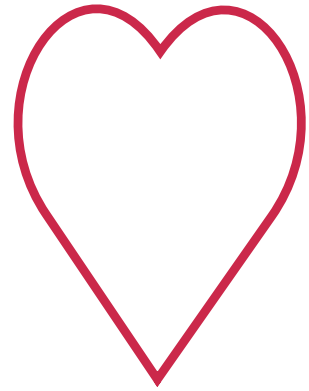

ALTRUISTIC
You value
the wellbeing
of others

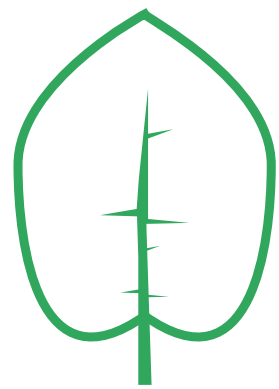

EGOISTIC
You value wealth, power & achievement

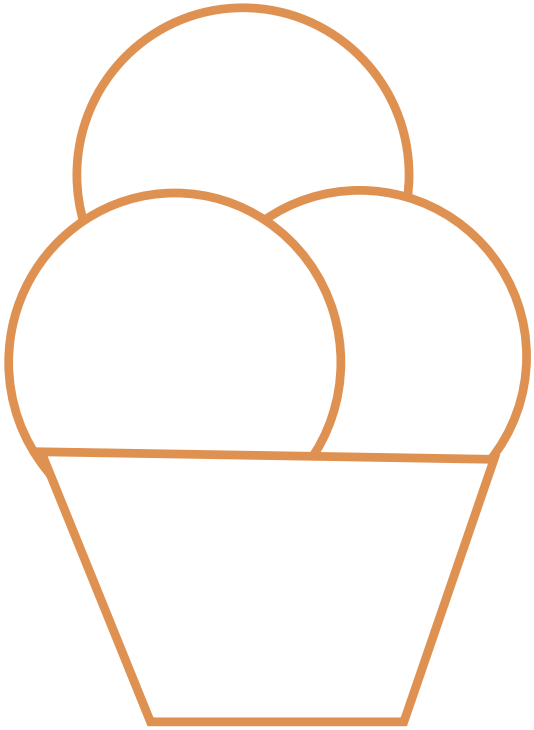

HEDONIC
You value
your personal
comfort & pleasure

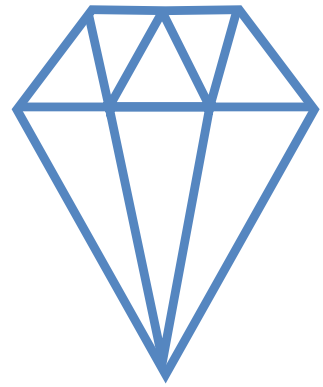


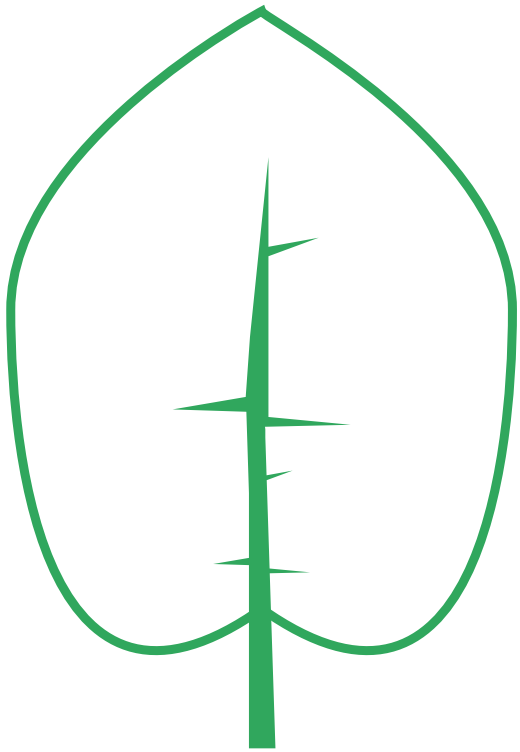


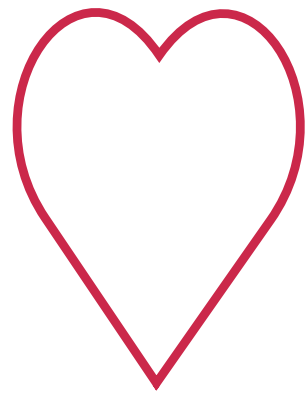


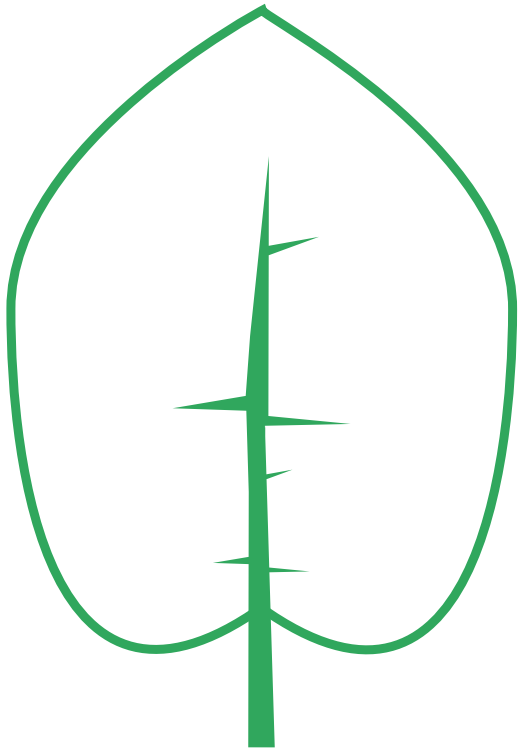


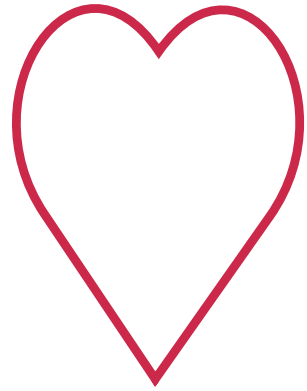


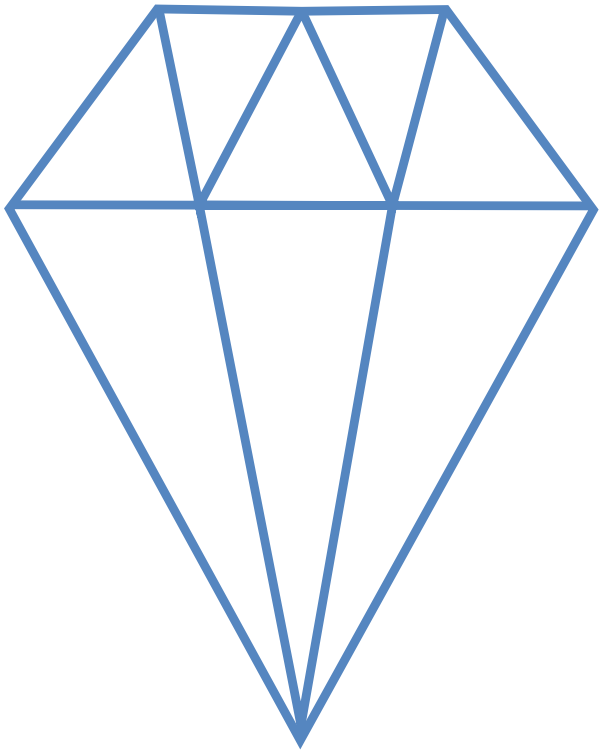


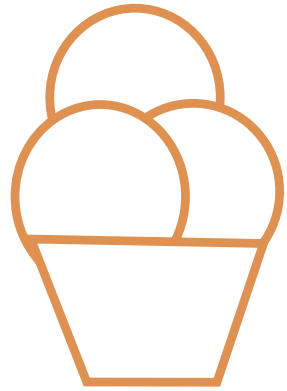


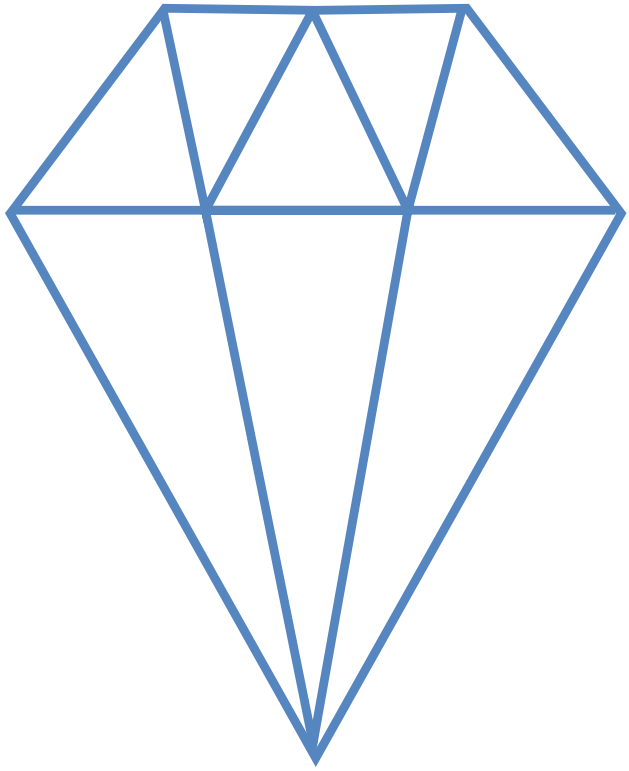


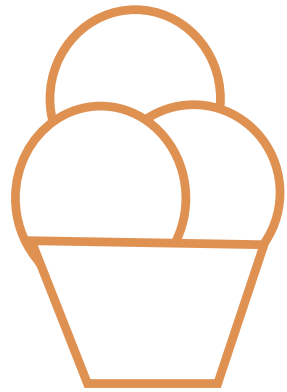


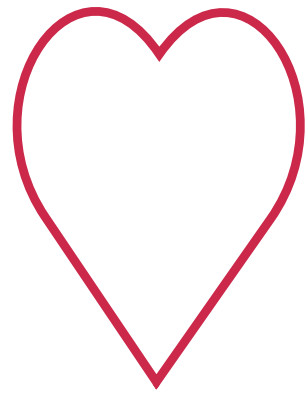


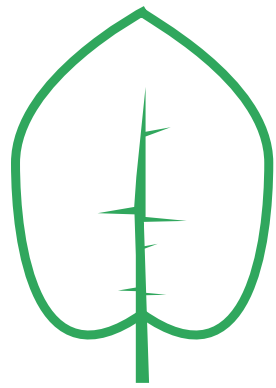


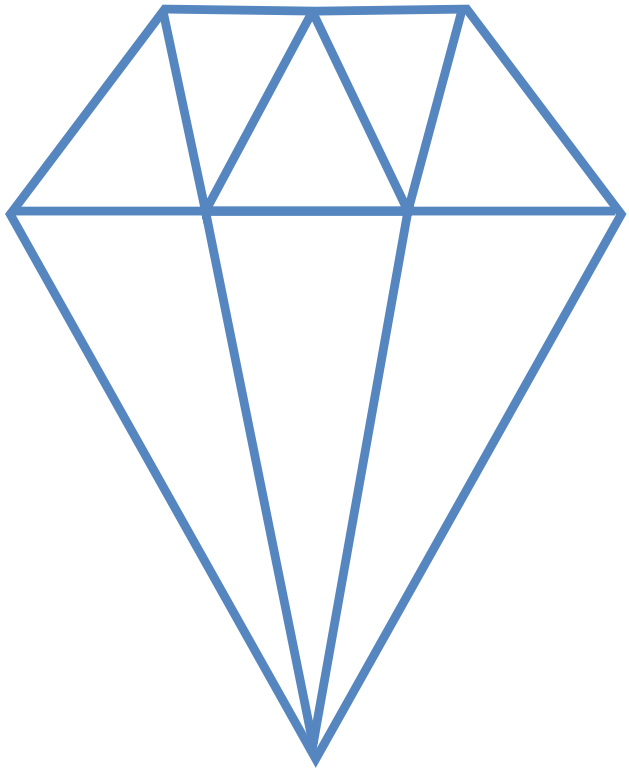


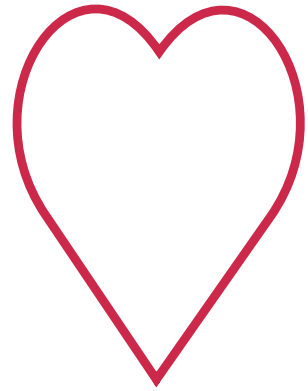


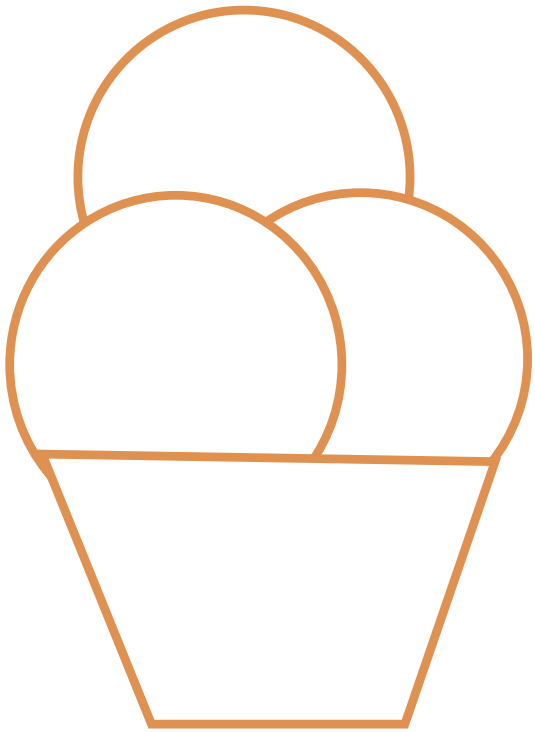


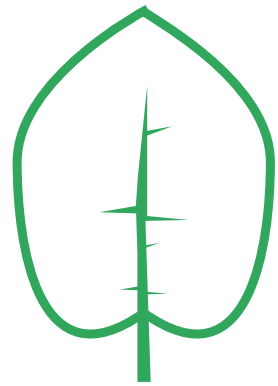


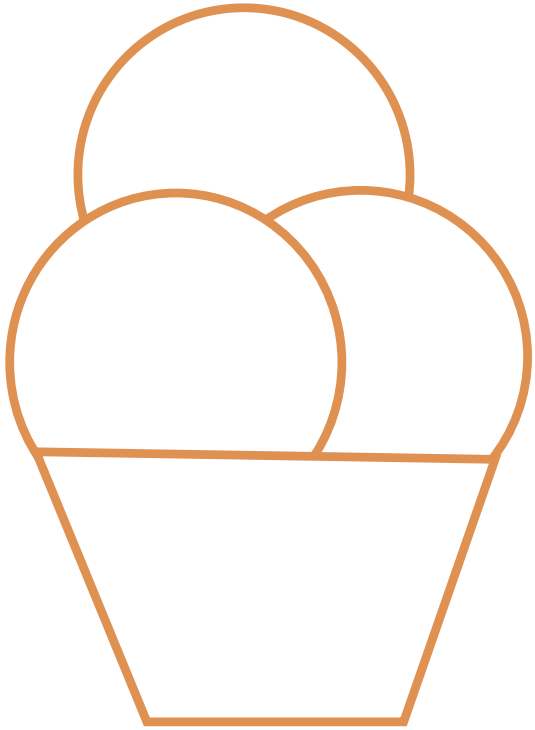


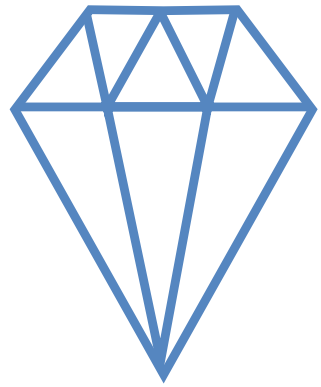


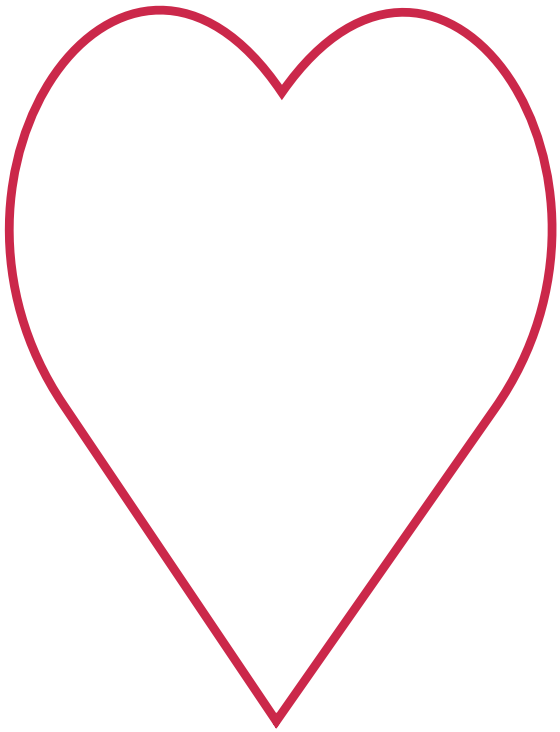


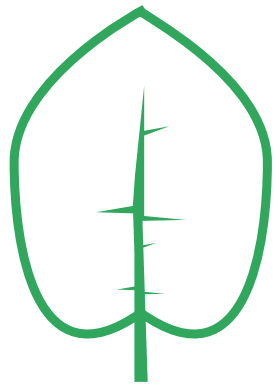


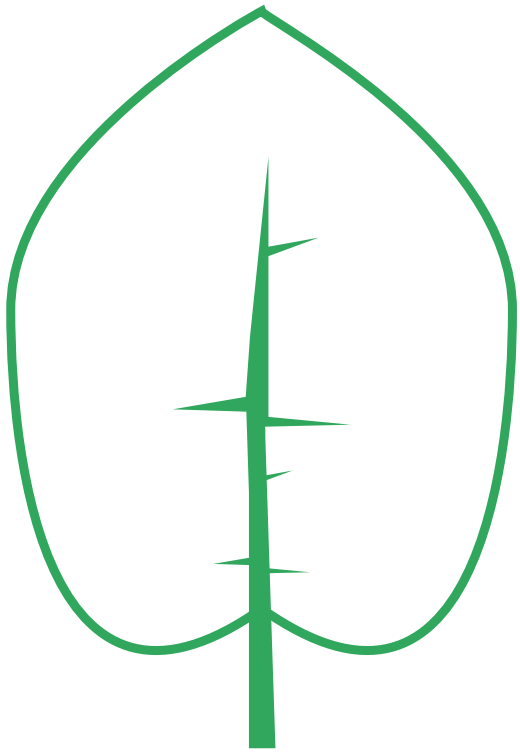


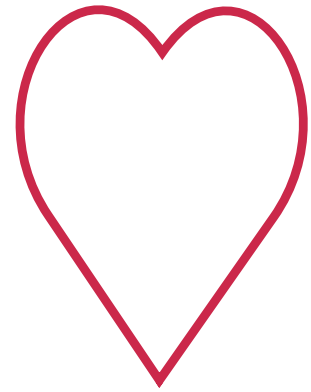


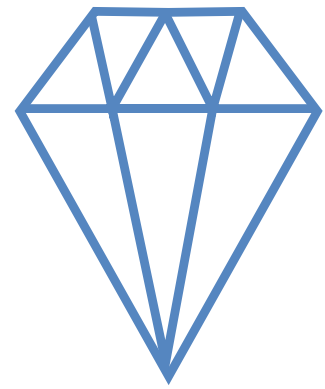


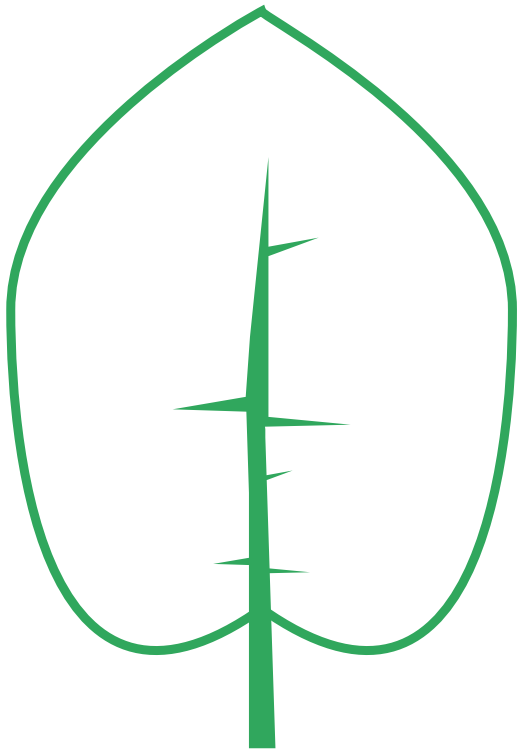


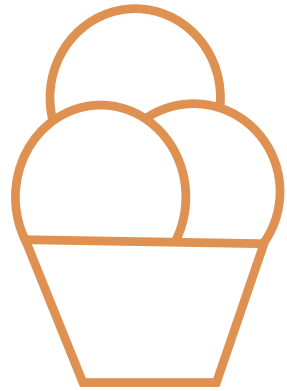


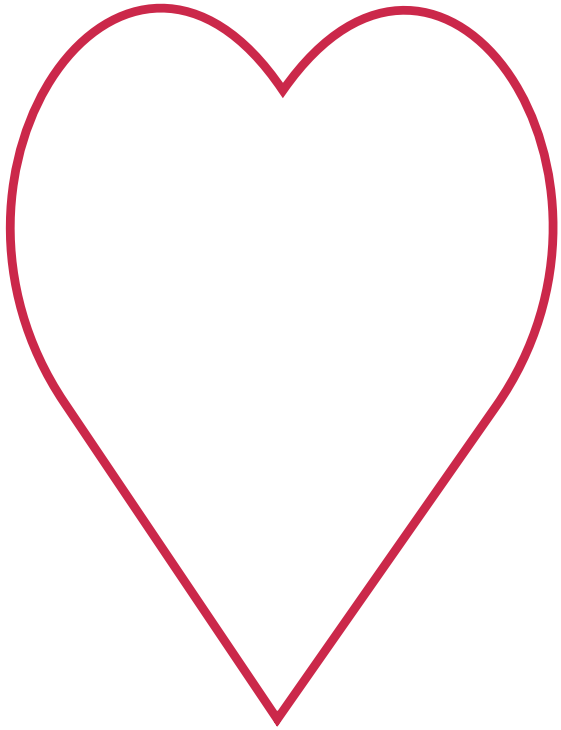


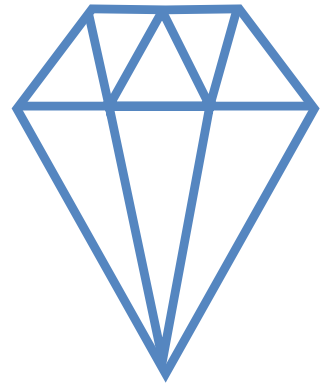


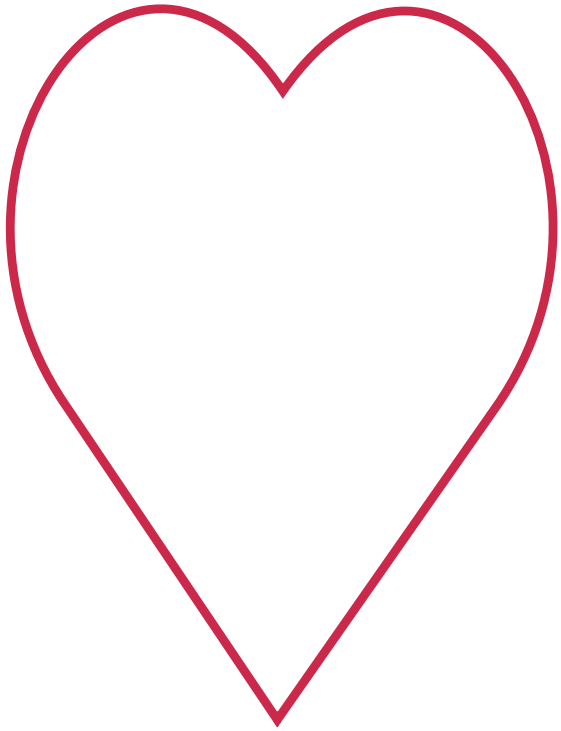


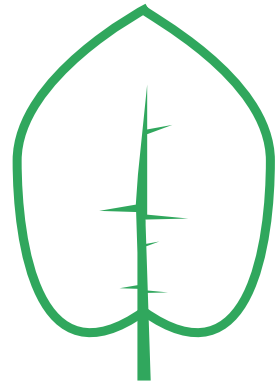


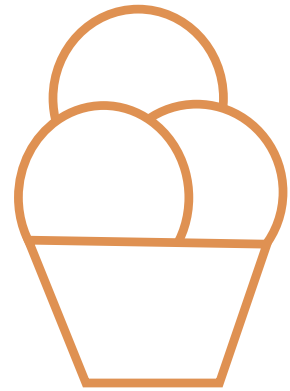


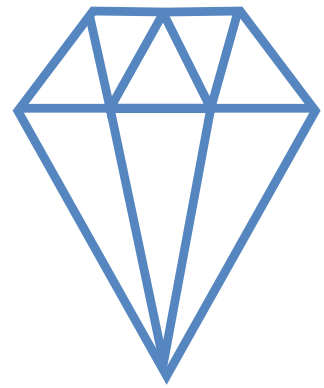


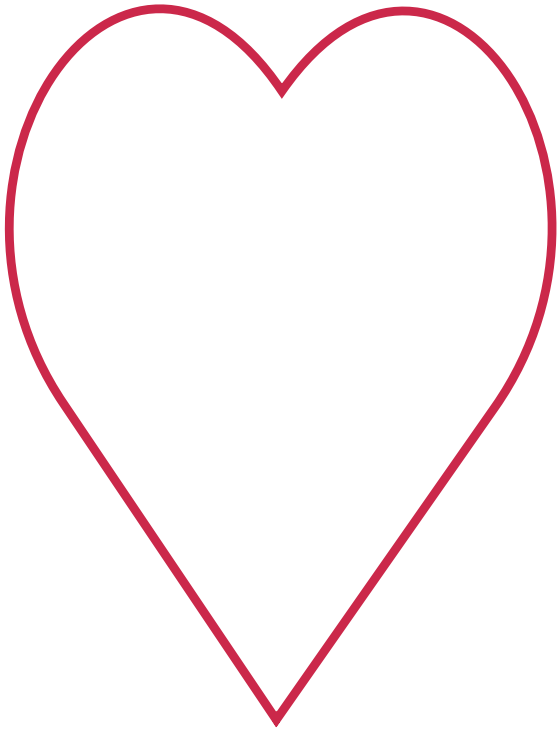


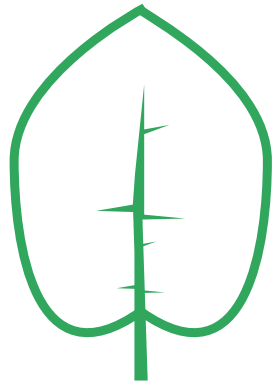


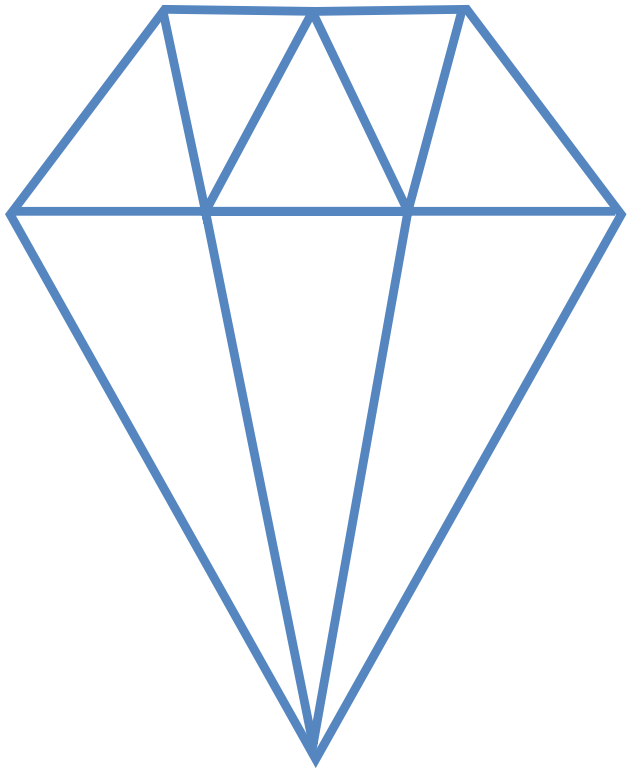


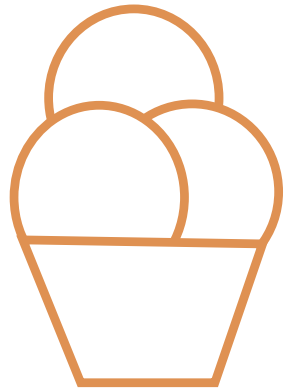




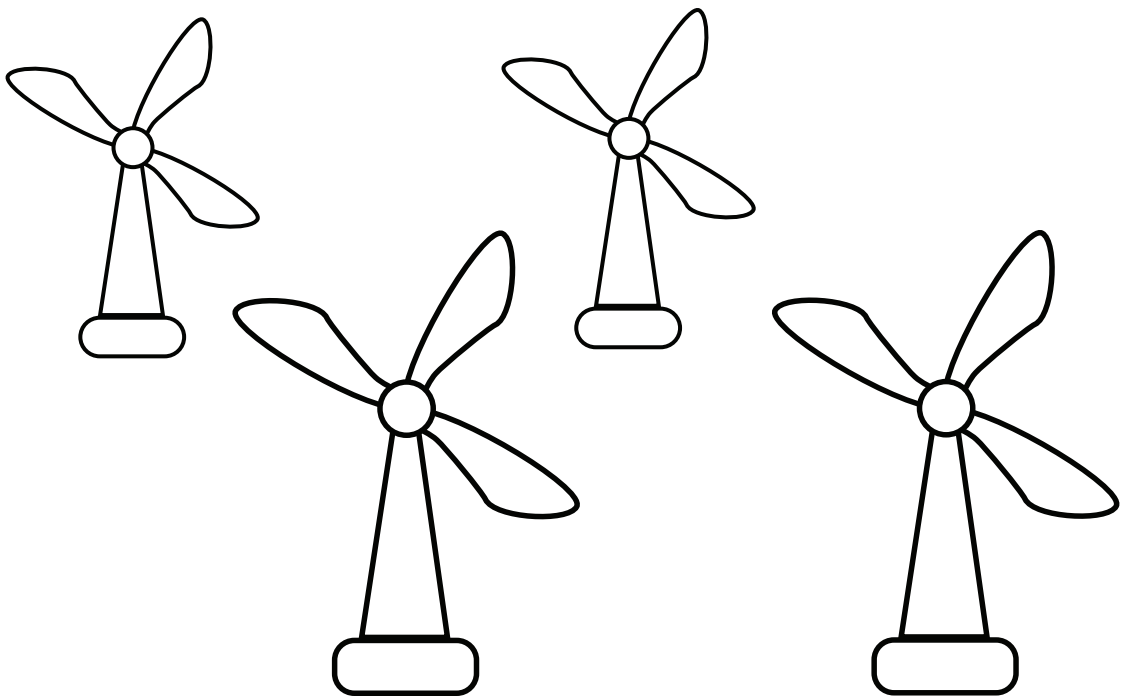




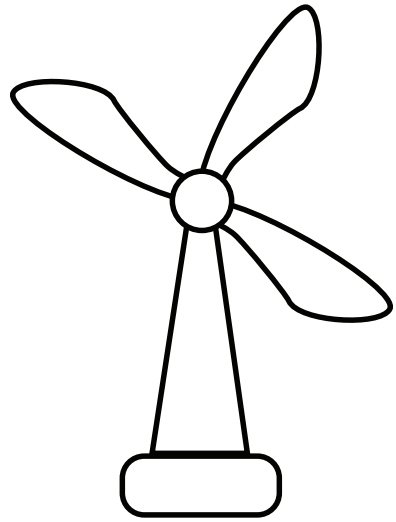




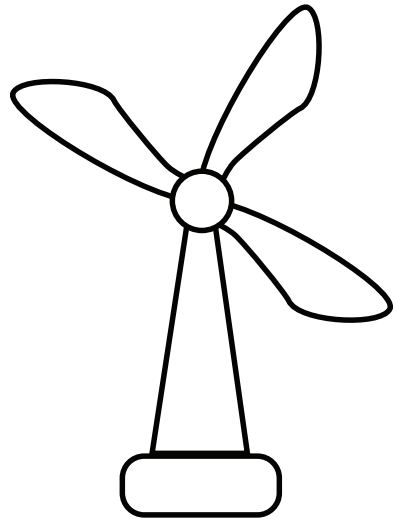
ONSHORE WIND FARM



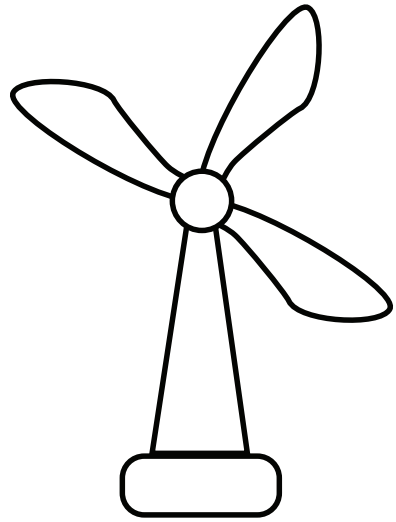
Wind farms generate energy with wind turbines



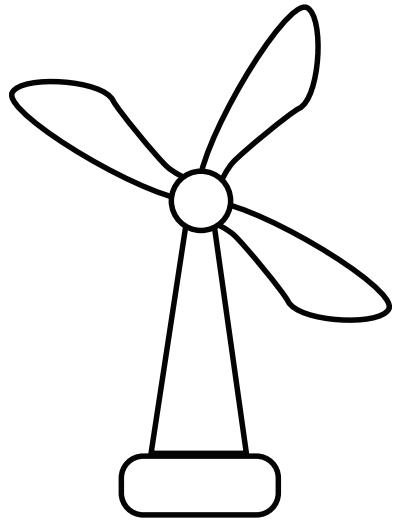
It is expected
that the wind
farm will reduce
CO^2 emissions



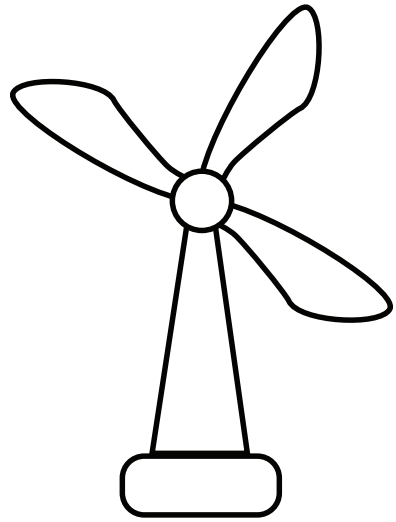
There are concerns that the wind farm will disturb the migratory path of rare birds



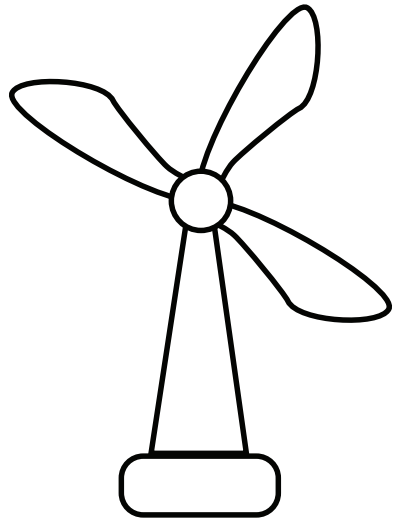
It is expected that the wind farm will make life more comfortable by improving air quality



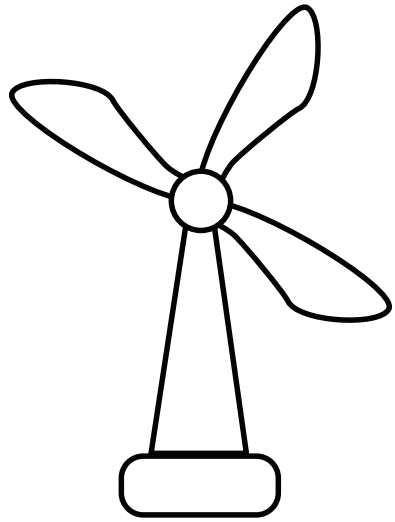
There are concerns that the wind farm will reduce the aesthetic quality of the landscape



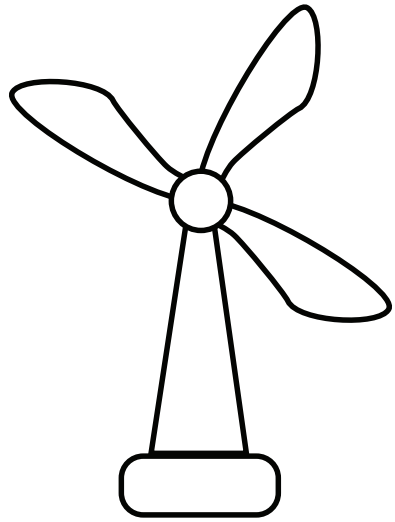
It is expected that
the wind farm will
reduce energy costs
in the long run
(i.e. energy will
become cheaper)



There are concerns that the wind farm will increase energy costs in the short run (i.e. due to high investment costs)

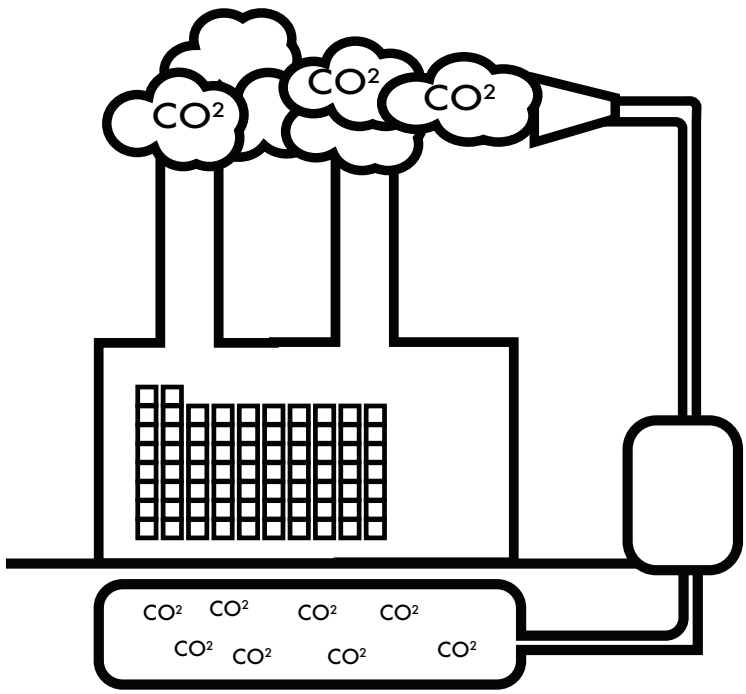


It is expected that
the wind farm will
benefit families who
are living in poverty,
by lowering energy costs

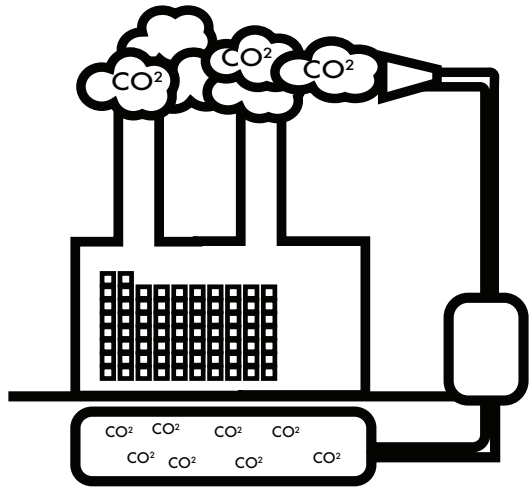


There are concerns
that the wind farm
will increase noise
levels for local residents

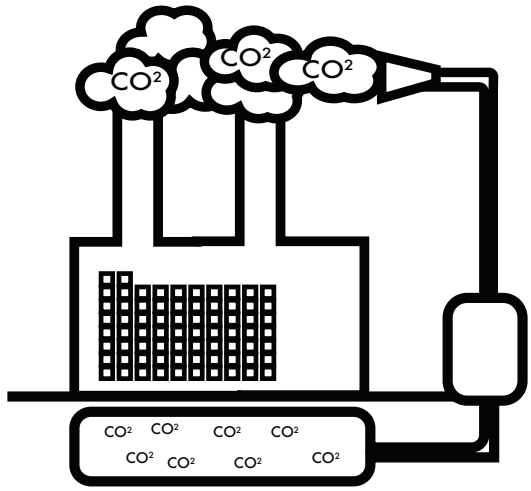
CARBON CAPTURE & STORAGE



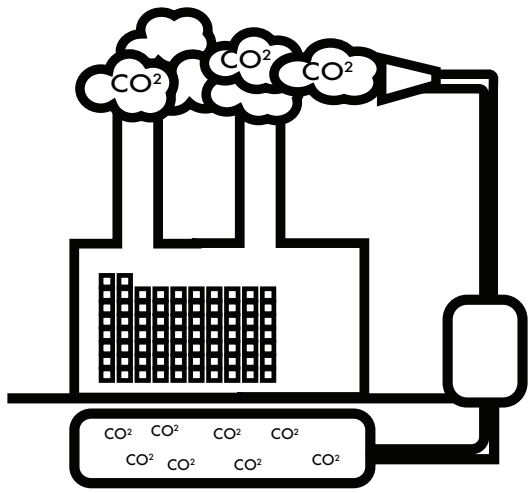
Carbon capture & storage captures CO^2 emissions & stores them underground



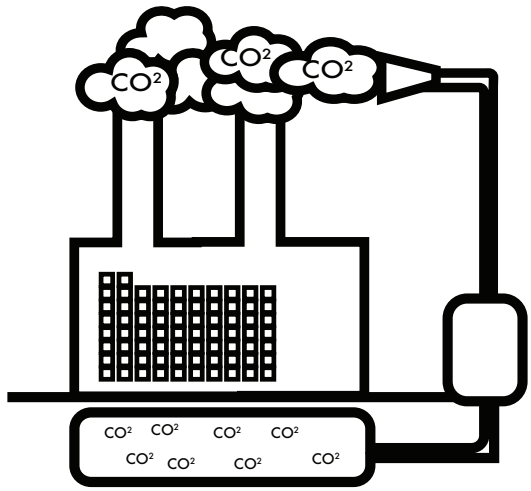
It is expected that a CCS facility will quickly reduce the amount of CO^2 entering the atmosphere



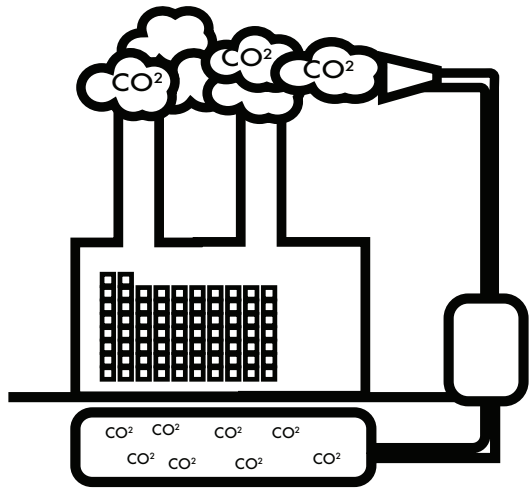
It is expected that CCS facilities will reduce CO^2 levels without demanding changes in lifestyles



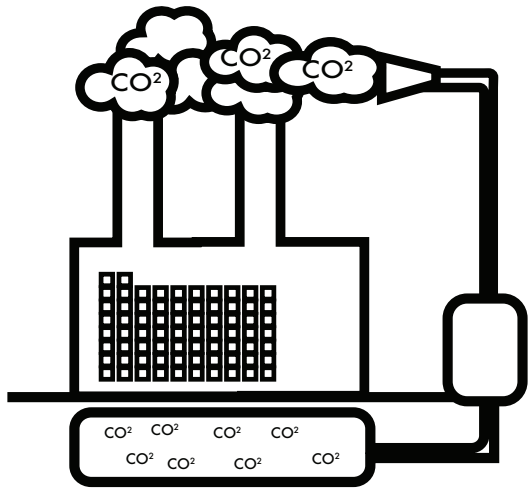
It is expected that CCS will reduce the need to switch to a sustainable energy source, thereby preventing extra costs



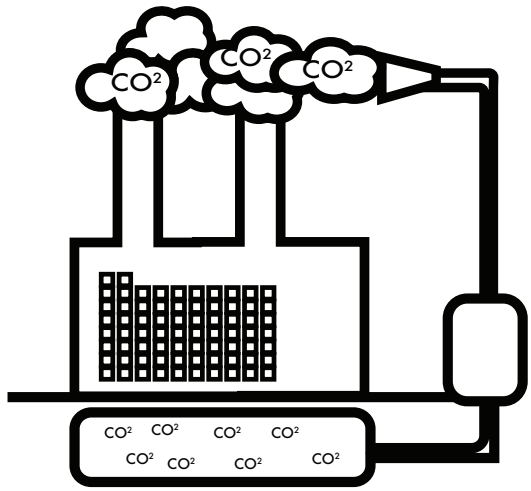
It is expected that a CCS facility will create new jobs in the surrounding region, where unemployment rates are high



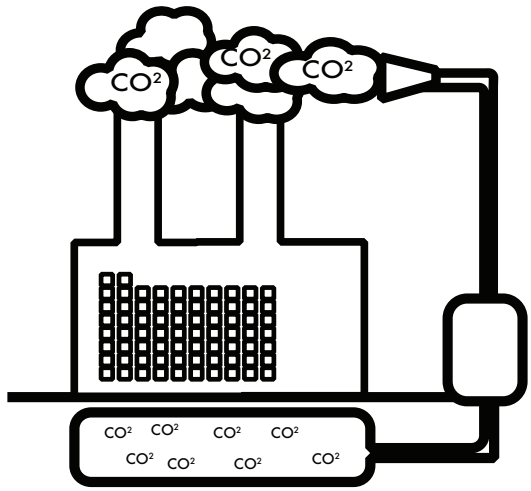
There are concerns that a CCS facility puts local people at risk of a catastrophic CO^2 leakage



There are concerns that a CCS facility will look unattractive

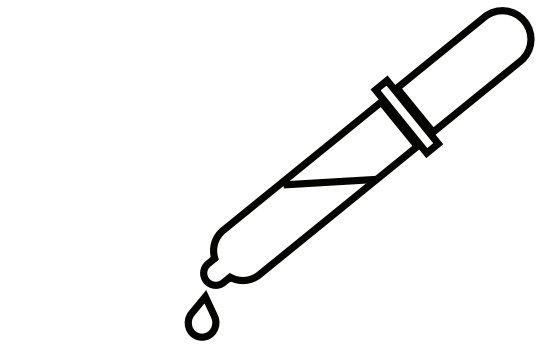


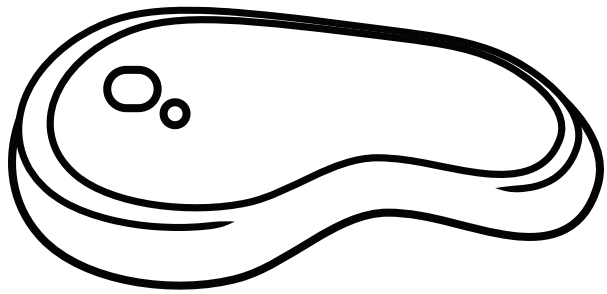
There are concerns that a CCS facility will raise taxes



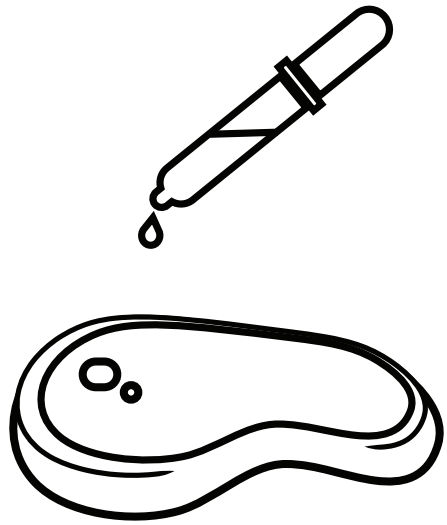
There are concerns that CCS facilities may discourage the shift to renewable energy sources

LAB-GROWN MEAT

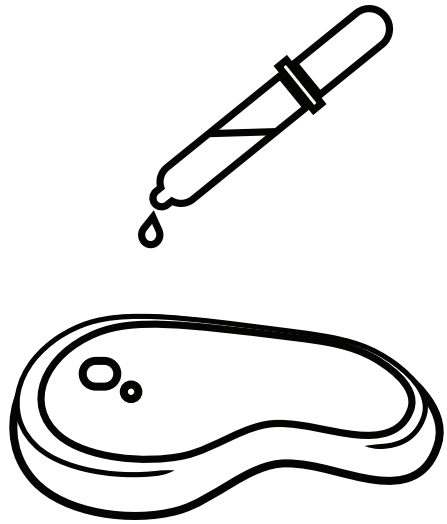




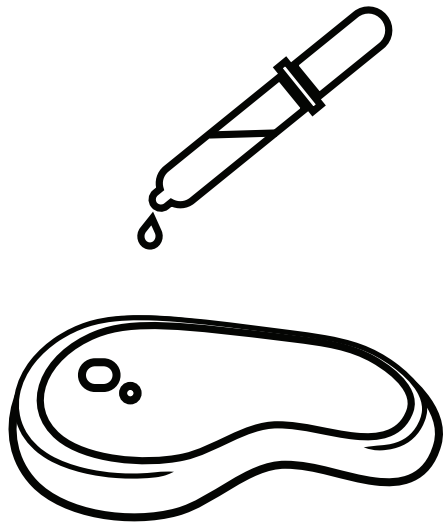
Lab-grown meat is grown from animal cells in laboratories



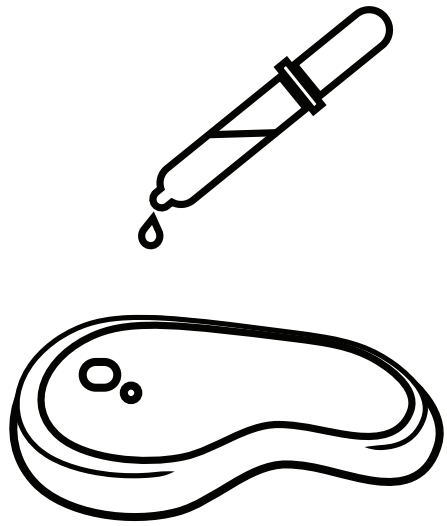
It is expected that
lab-grown meat will
reduce food costs
in the long run
(i.e. lab-grown meat
will become cheaper
over time)



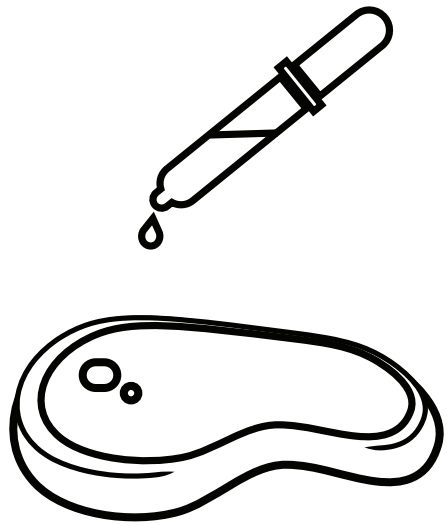
It is expected
that lab-grown meat
will improve the
welfare of farmed
animals by reducing
the prevalence
of factory farms



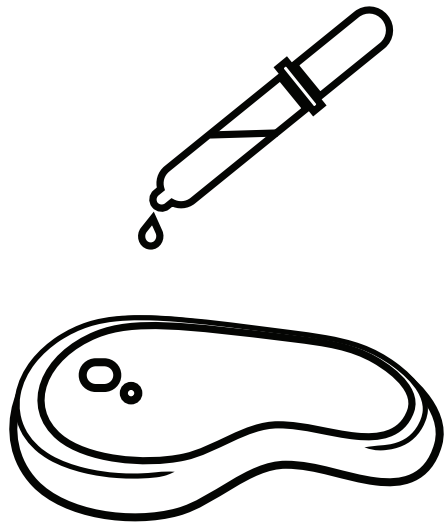
It is expected that
lab-grown meat
will help feed more
people in the world



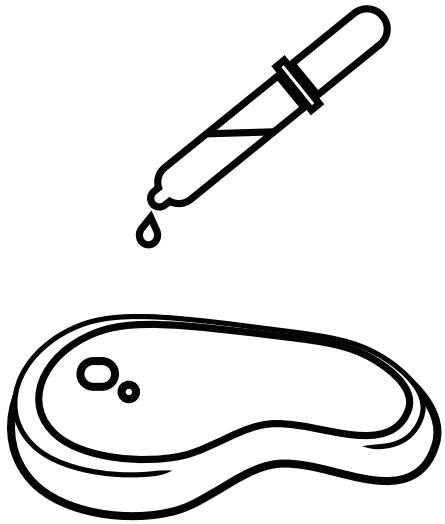
It is expected that lab-grown meat will offer opportunities to make new tasty foods



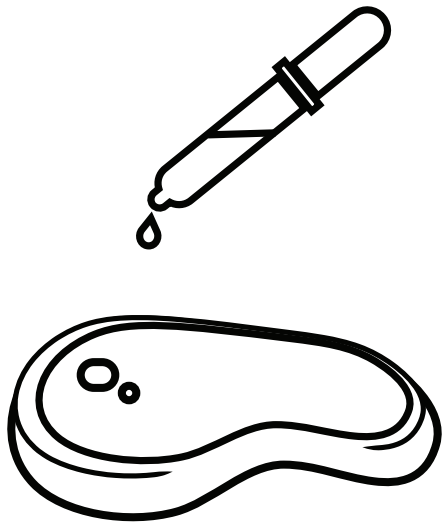
There are concerns that lab-grown meat will contribute to CO^2 emissions due to the need to power the factories



There are concerns that lab-grown meat will result in job losses in the agricultural sector

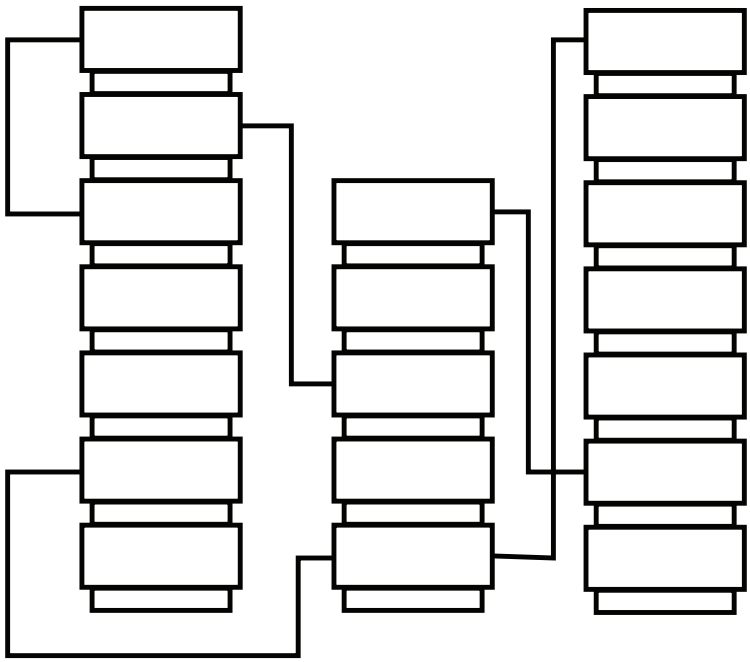


There are concerns that lab-grown meat might taste worse than conventionally-produced meat

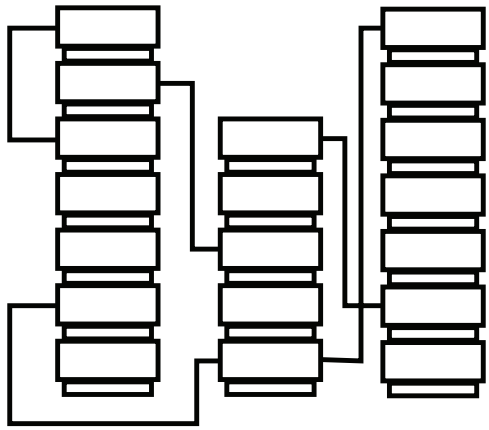


There are concerns
that lab-grown meat
will increase food costs
in the short run, as it
is more expensive
at the moment

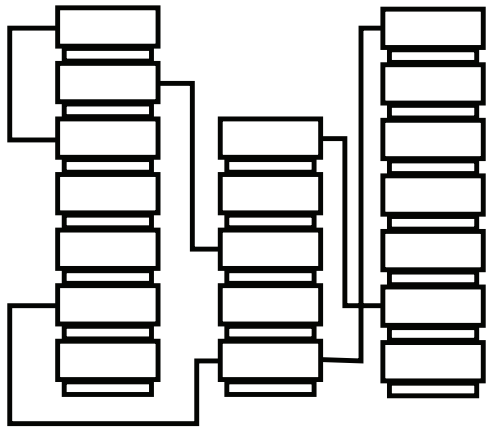
HYPERSCALE DATA CENTRE



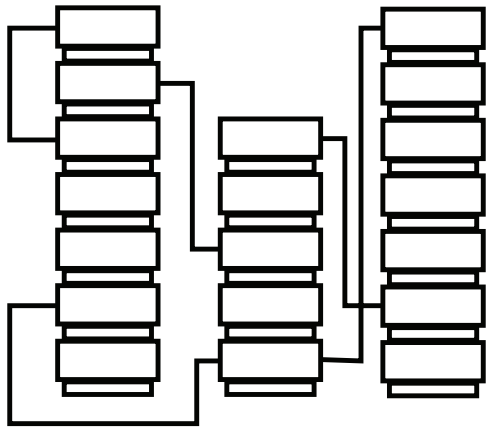
A hyperscale data centre houses thousands of servers for data storage & processing



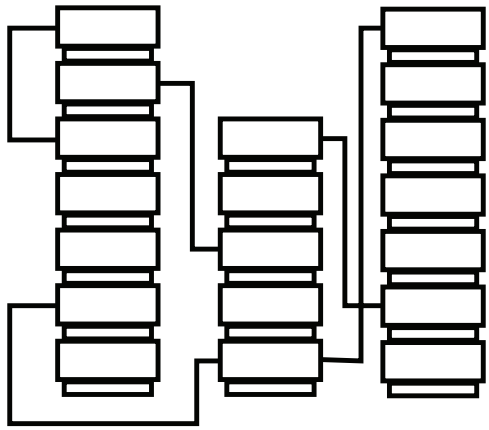
It is expected that hyperscale data centres will be more energy efficient and result in less CO^2 emissions than conventional data centres



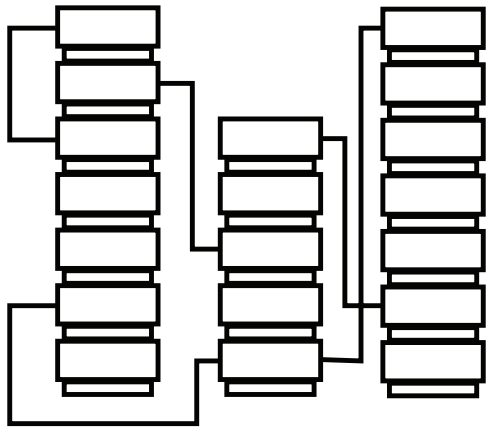
It is expected that a new hyperscale data centre will benefit people in the region by providing jobs



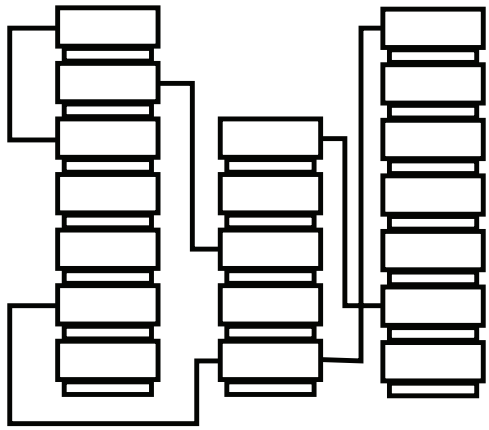
It is expected that a hyperscale data centre will improve internet service for users



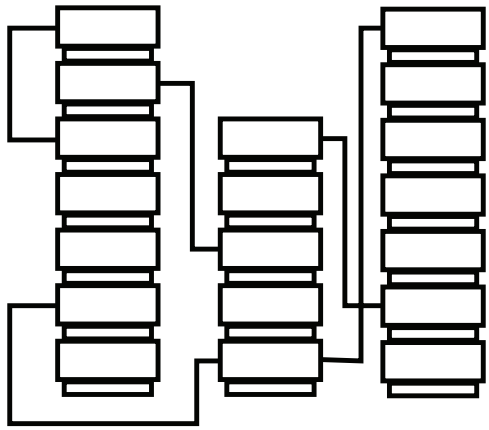
It is expected that a hyperscale data centre will contribute to the development of new and entertaining digital applications



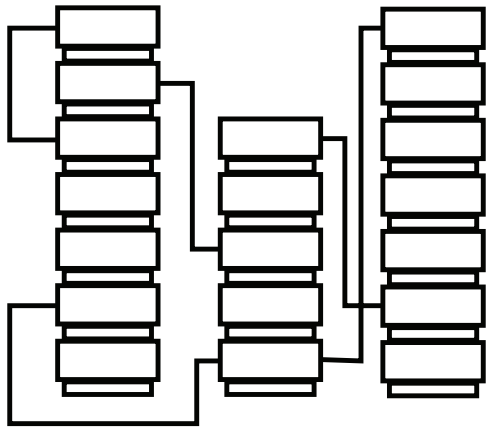
There are concerns that hyperscale data centres will require more energy and resources; for instance, water for cooling



There are concerns that land and property prices may be devalued if there is a hyperscale data centre nearby

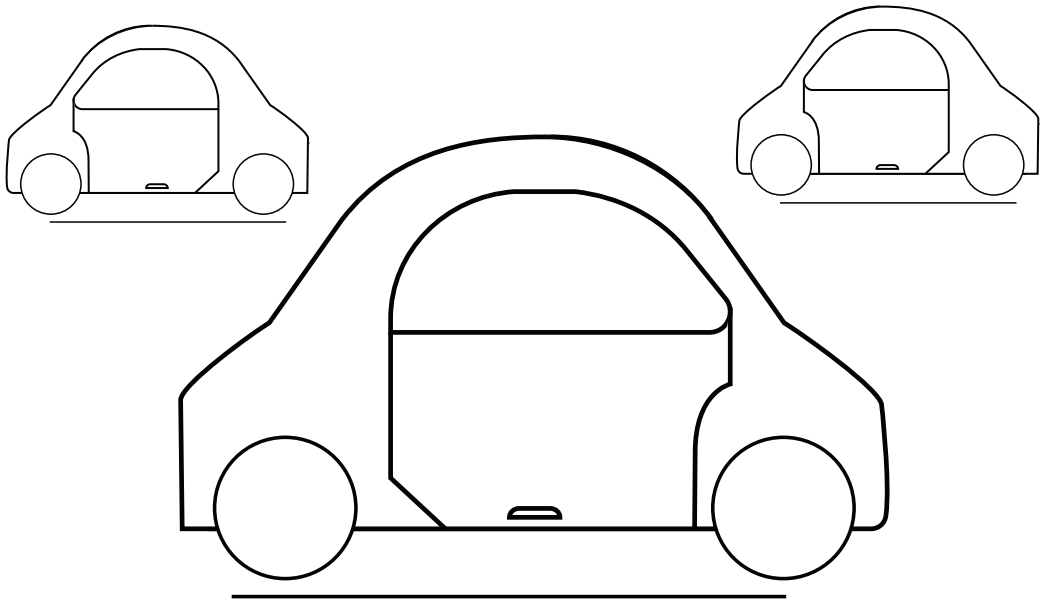


There are concerns that a hyperscale data centre will not be aesthetically pleasing to look at

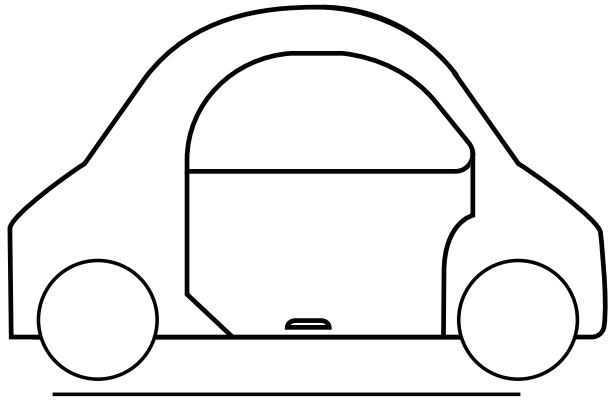


There are concerns that a hyperscale data centre will cause noise pollution for local residents because of the cooling processes

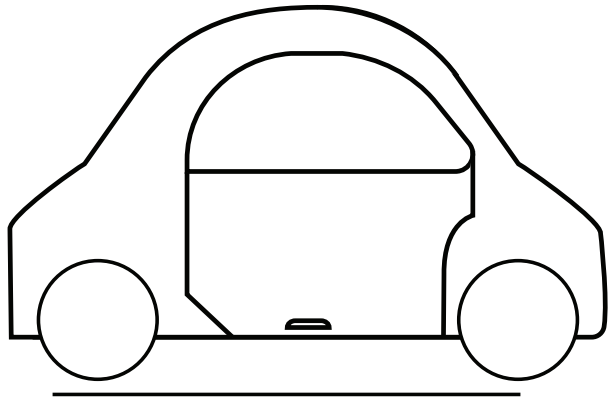
SELF-DRIVING CARS



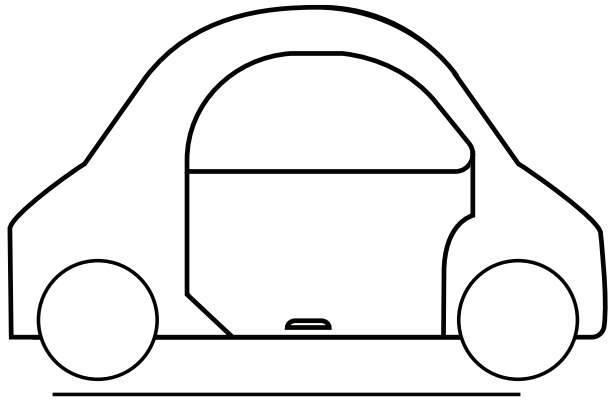
Cars where the driver does not control the vehicle



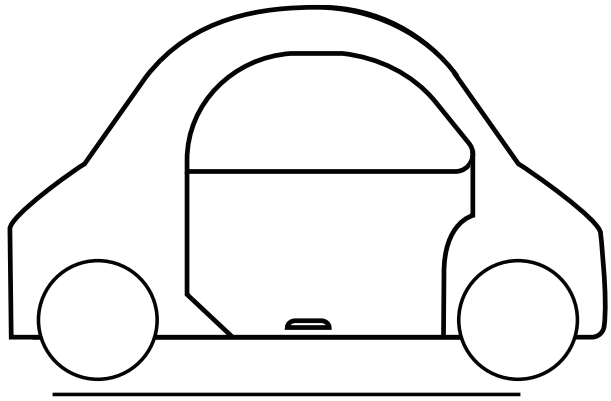
It is expected
that self-driving cars
will be more fuel
efficient to drive,
which reduces CO^2
emissions



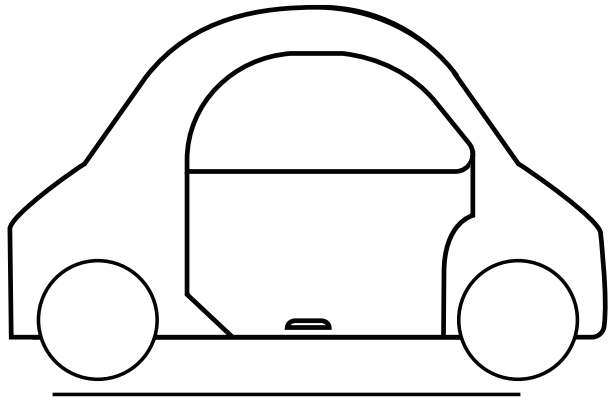
It is expected that self-driving cars will cause fewer traffic collisions, resulting in fewer injuries and deaths



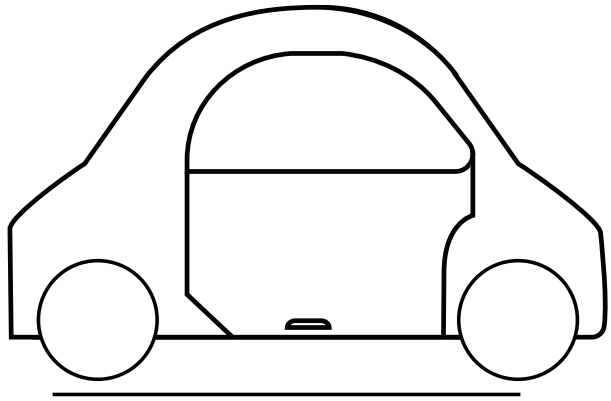
It is expected that
self-driving cars will
be more relaxing
to drive than
regular cars



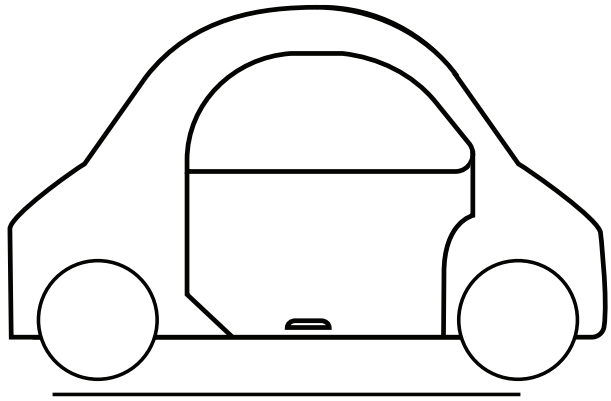
It is expected that the widespread adoption of self-driving cars will lower taxes, because there will be less need for traffic police



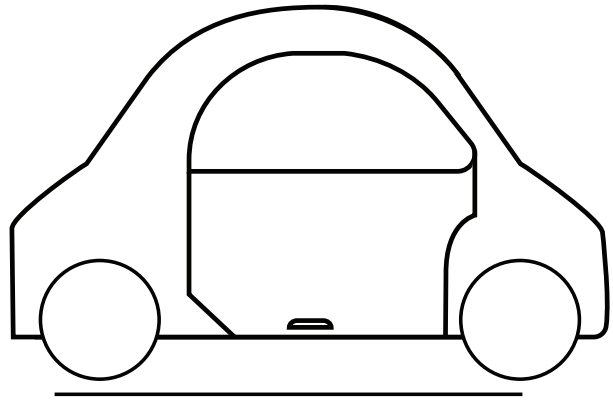
There are concerns
that there could
be a loss of
privacy if people's
movements in the
cars can be tracked



There are concerns that self-driving cars will result in a loss of driving-related jobs and will raise unemployment levels

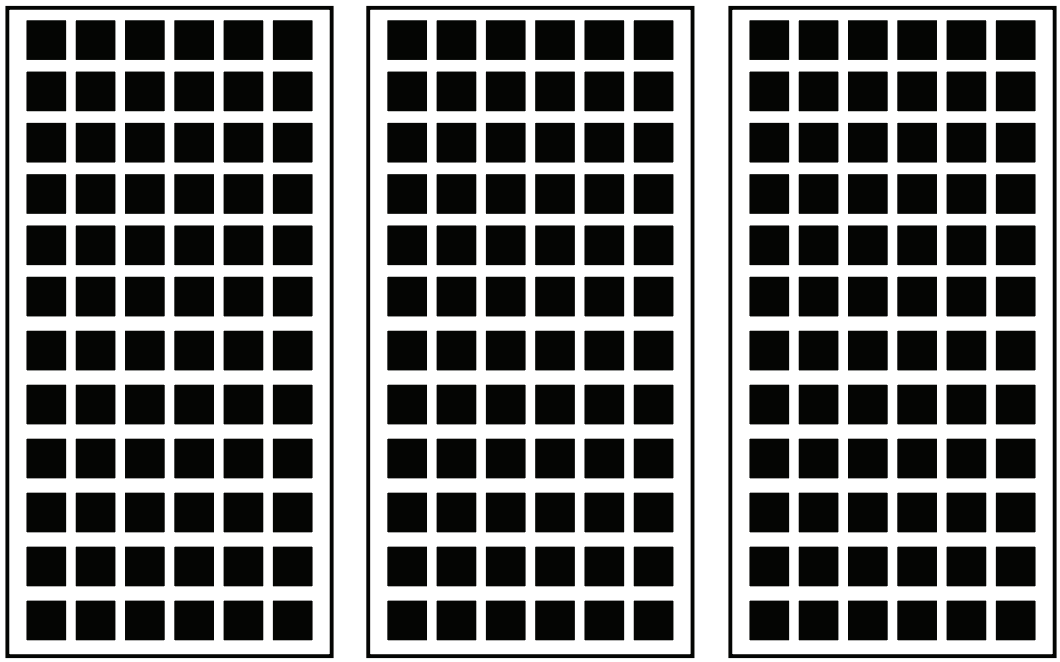


There are concerns that changing infrastructure to accommodate self-driving vehicles will lead to higher taxes

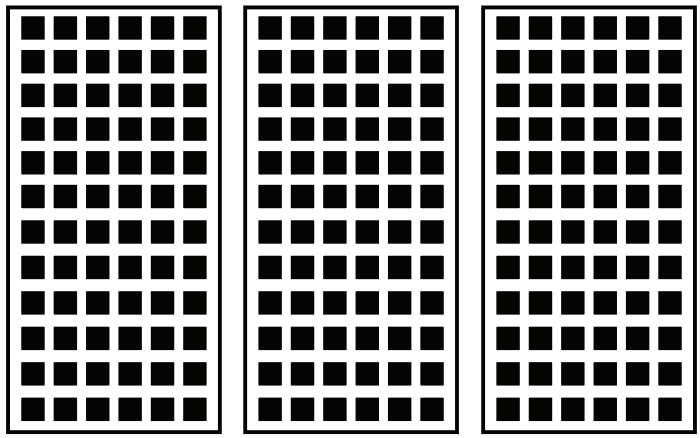


There are concerns
that self-driving cars
will need a lot of
computing power,
and this will require an
increased use of rare
earth metals and energy

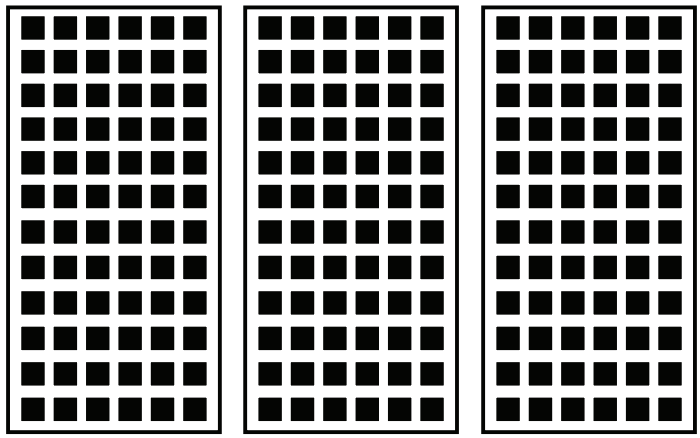
SOLAR PANELS



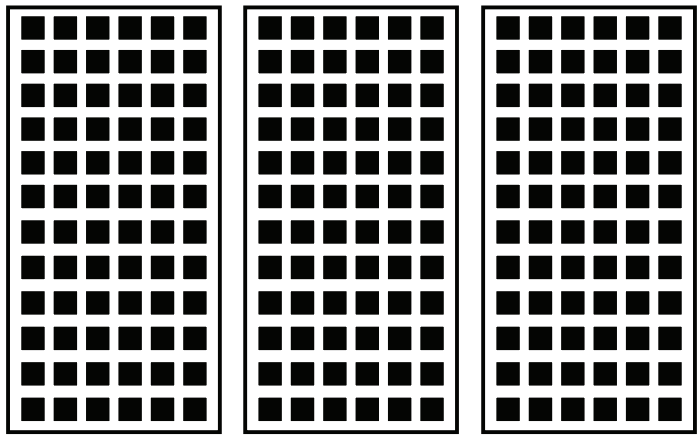
Panels that are exposed to radiation from the sun and produce electricity



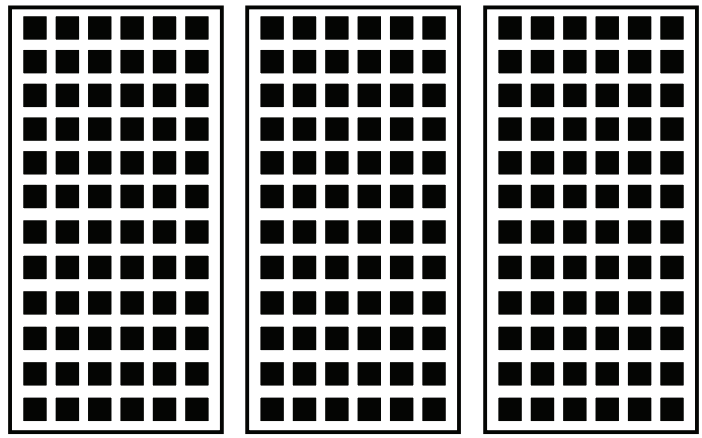
It is expected that solar panels will produce renewable energy that mitigates climate change



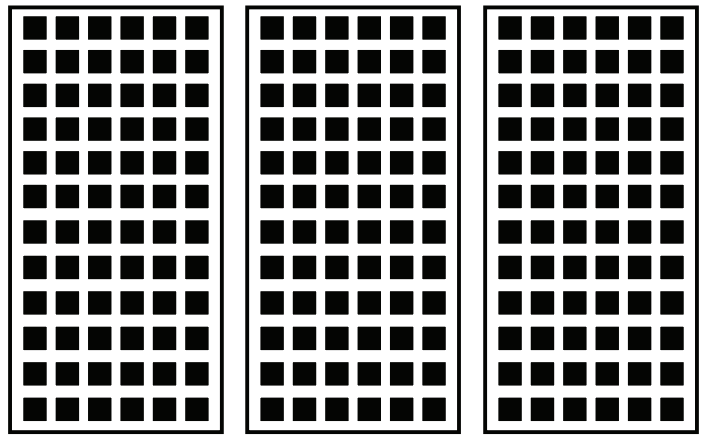
It is expected
that producing solar
panels will reduce
dependence on
foreign energy sources



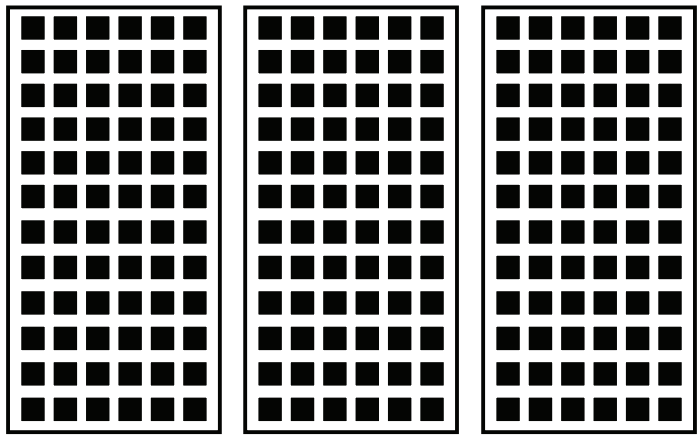
It is expected that solar panels will lower personal energy costs



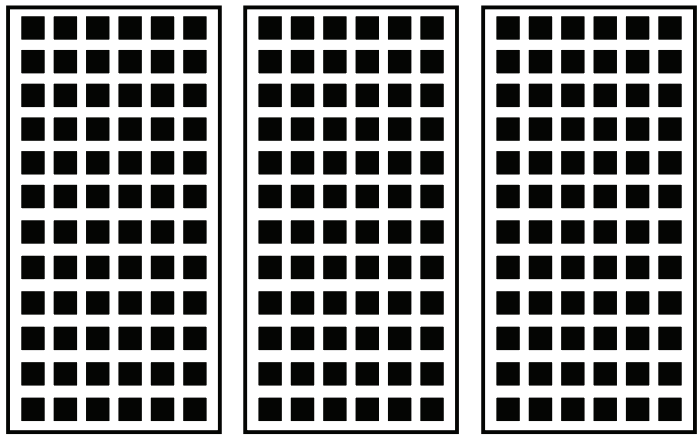
It is expected that solar panels will provide abundant energy for a luxurious lifestyle



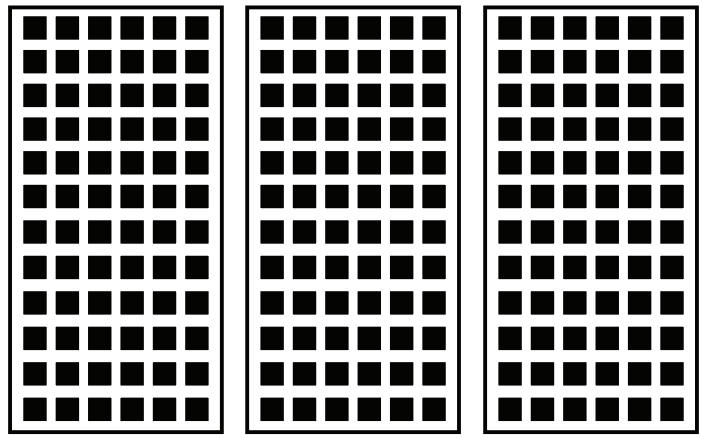
There are concerns
that increases in
the use of solar
panels will result
in job losses in
other energy sectors



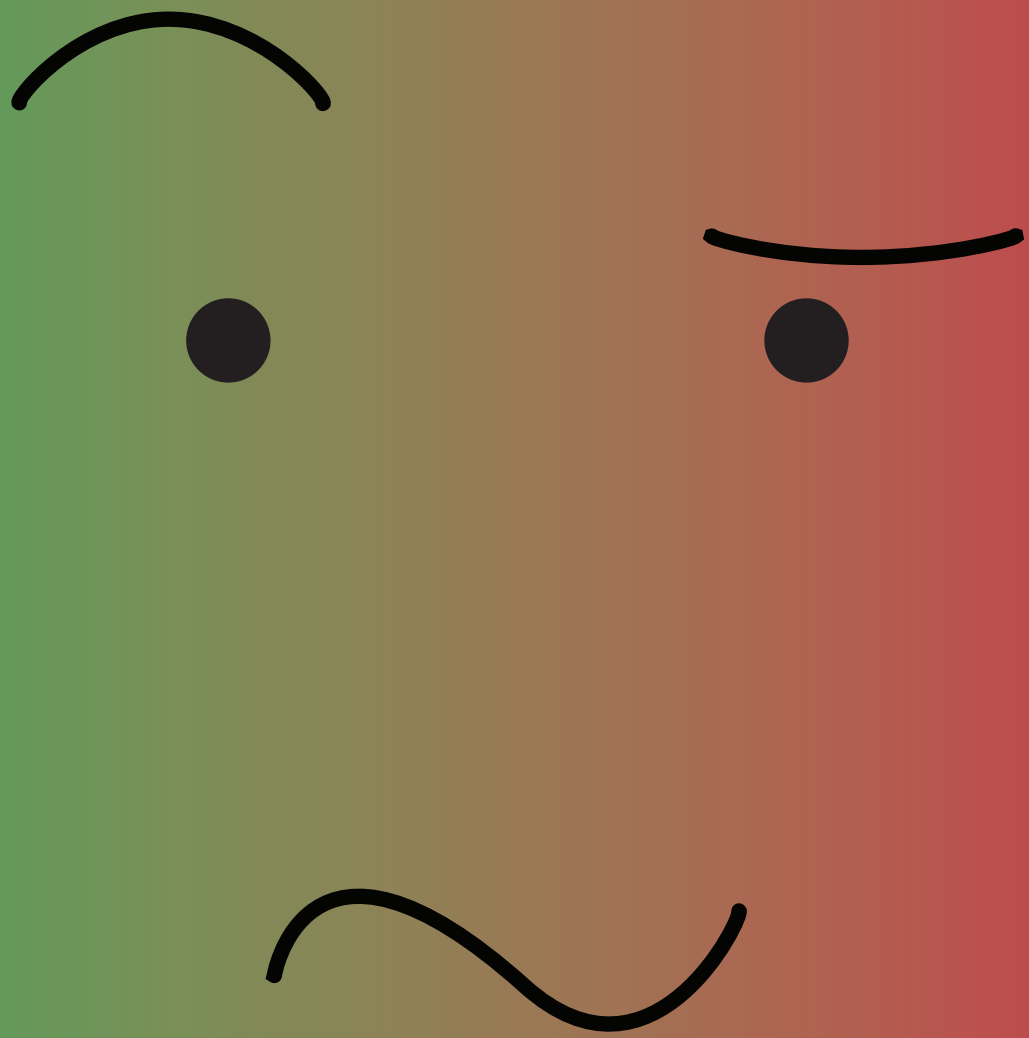
There are concerns
that solar panels
have a high initial
cost of installation

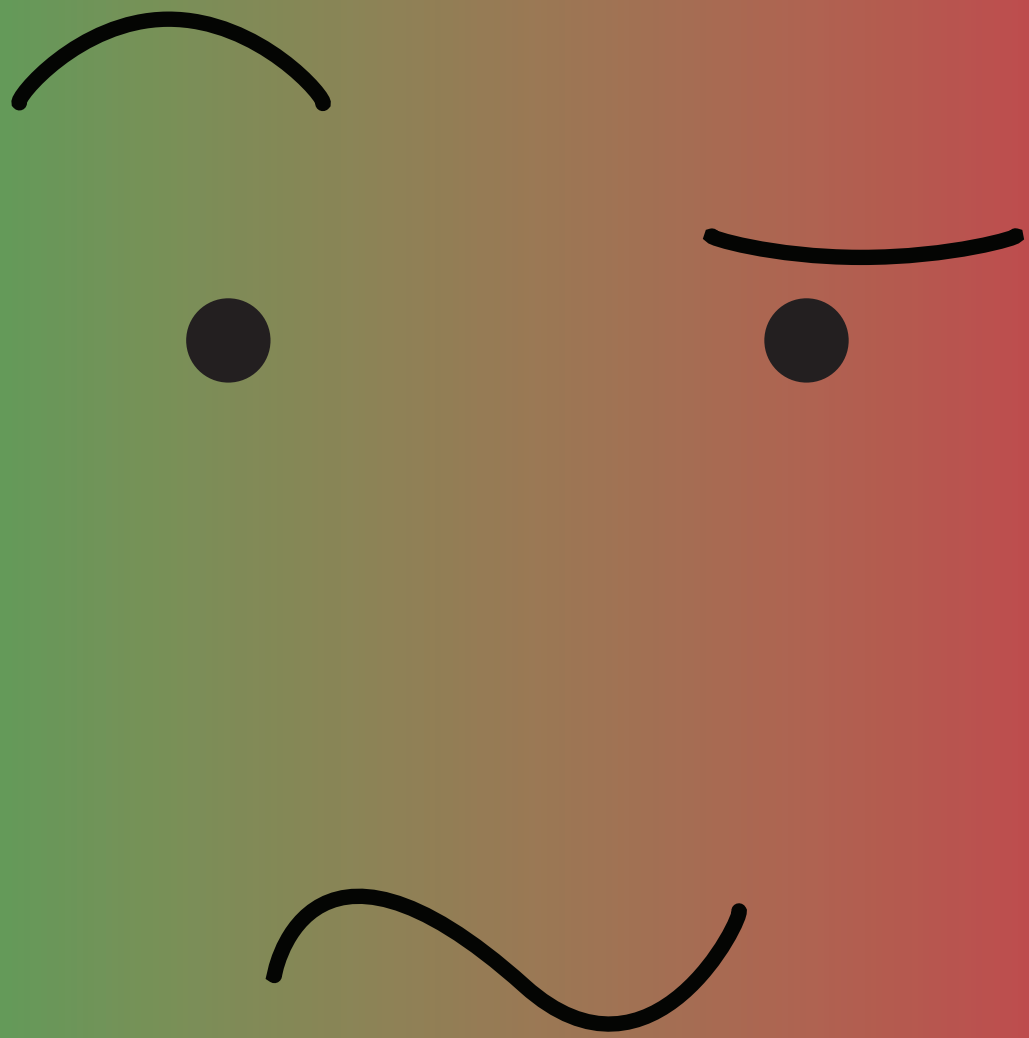


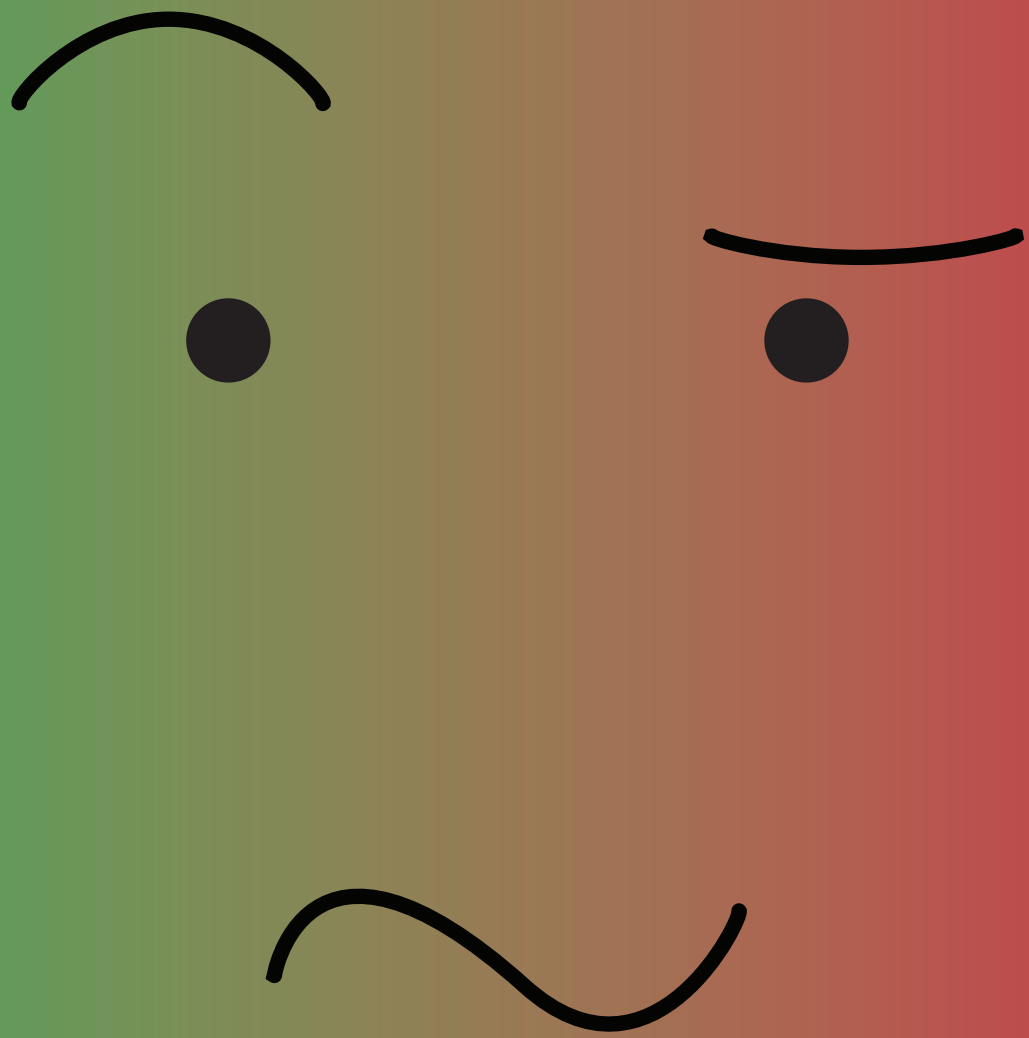
There are concerns that the widespread use of solar panels will negatively impact the aesthetic quality of towns and cities

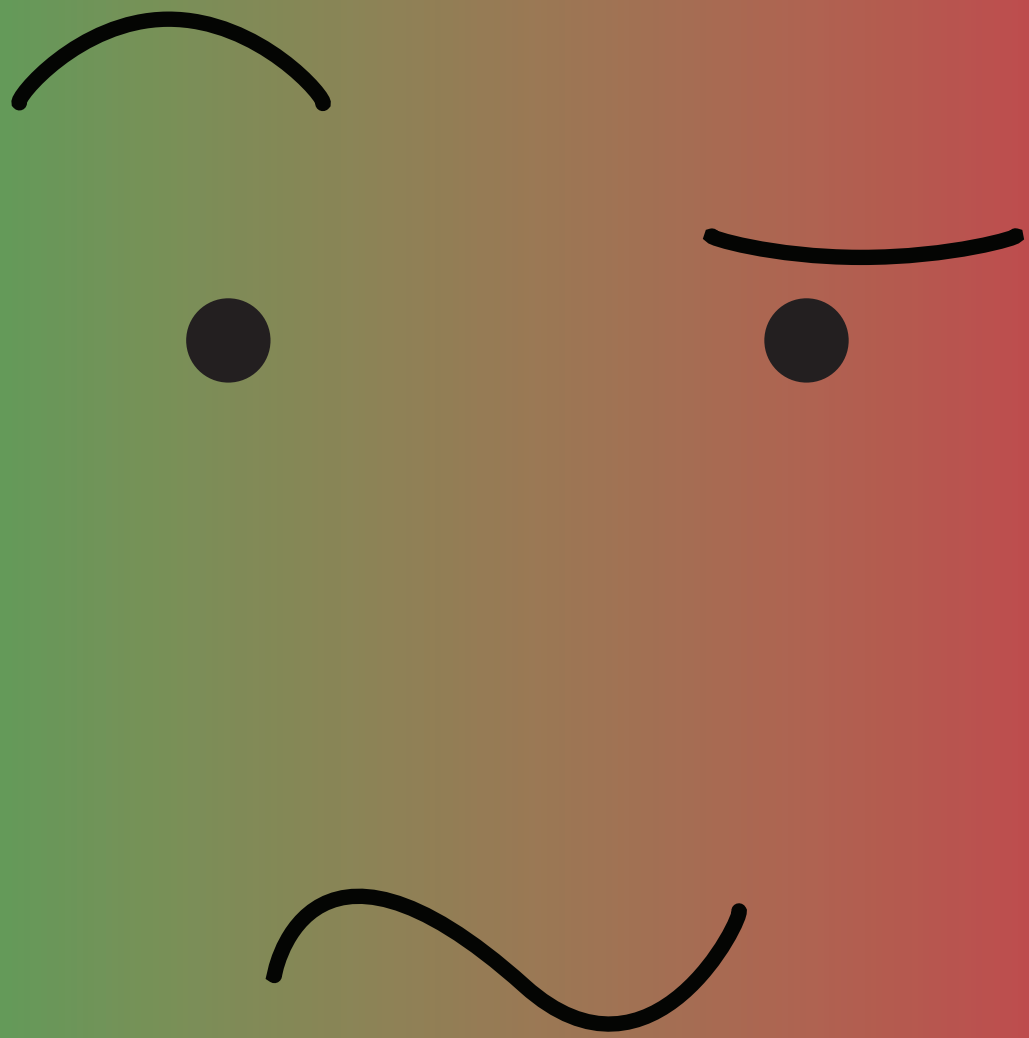


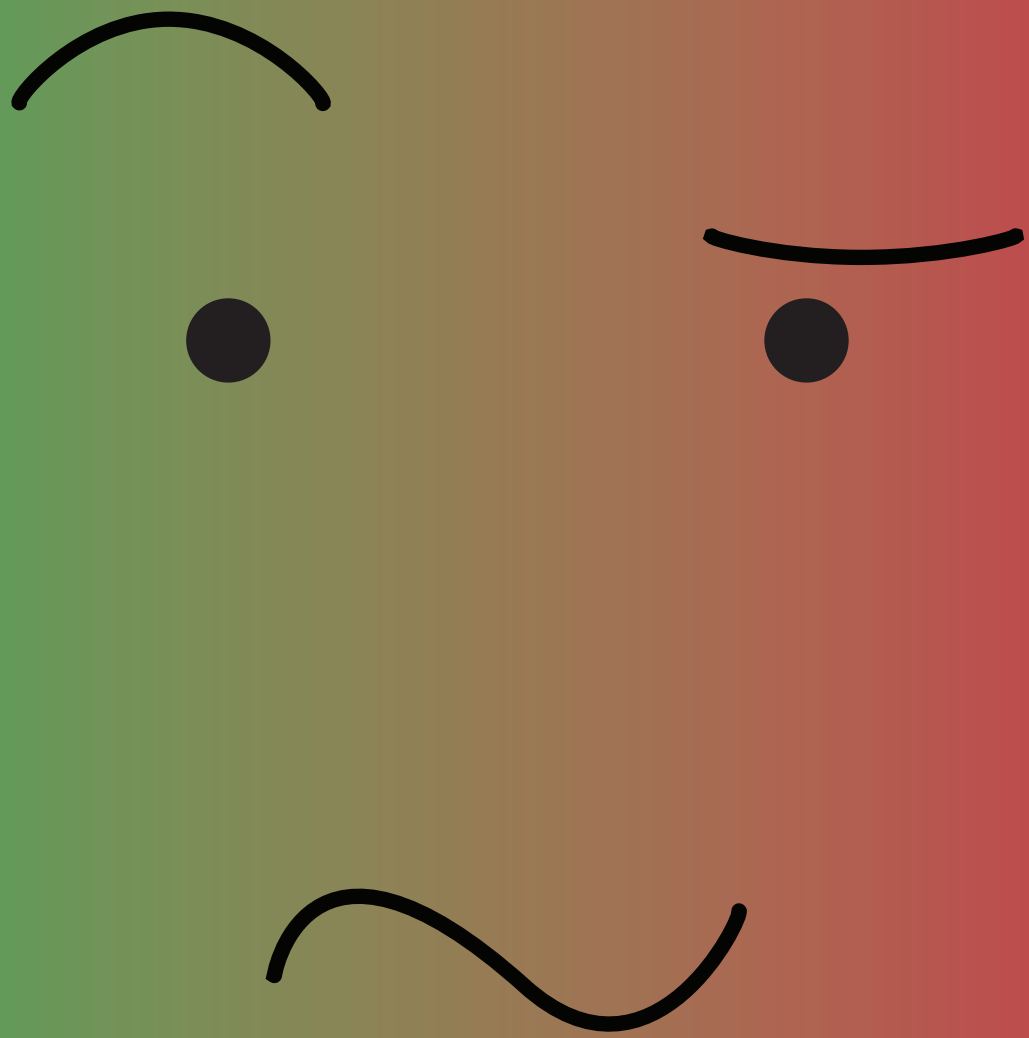
There are concerns that solar panels require rare earth metals, and the batteries create toxic materials during production

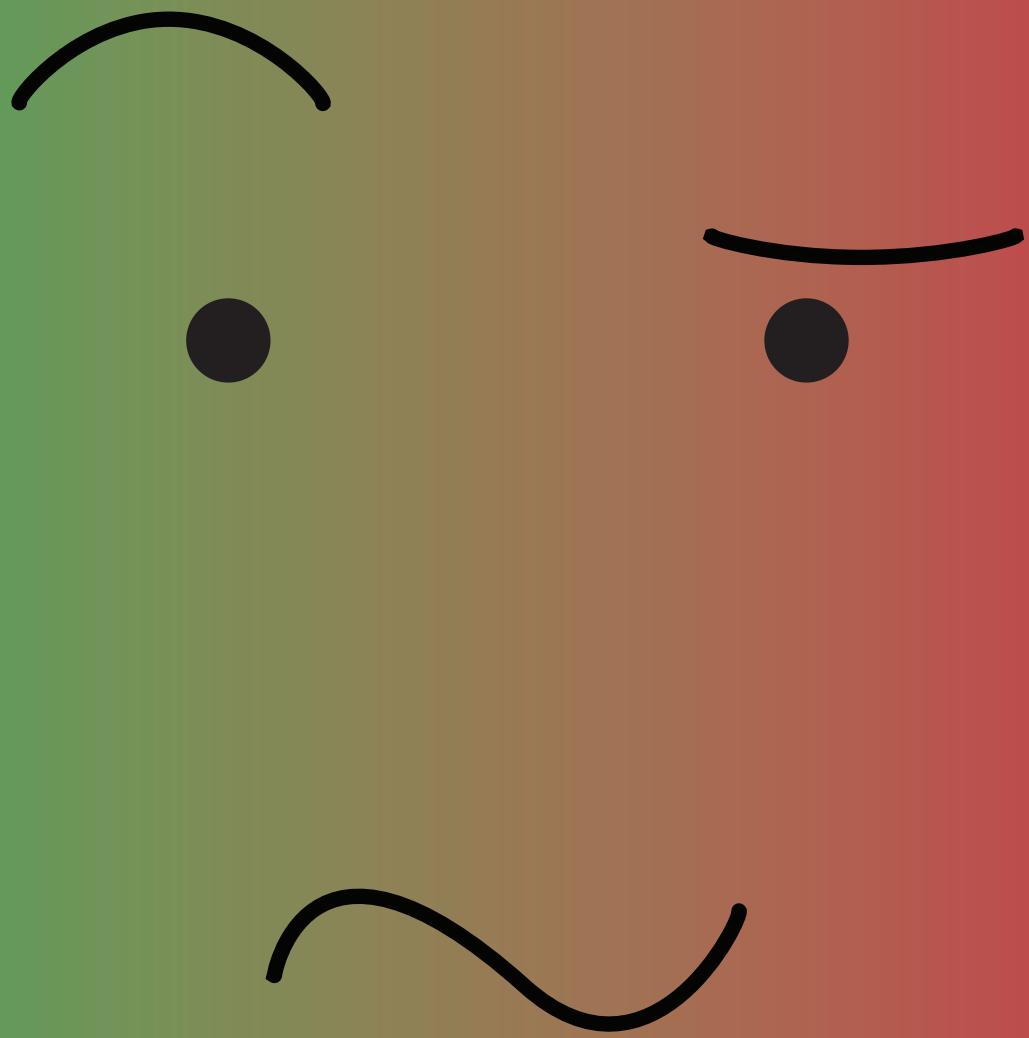


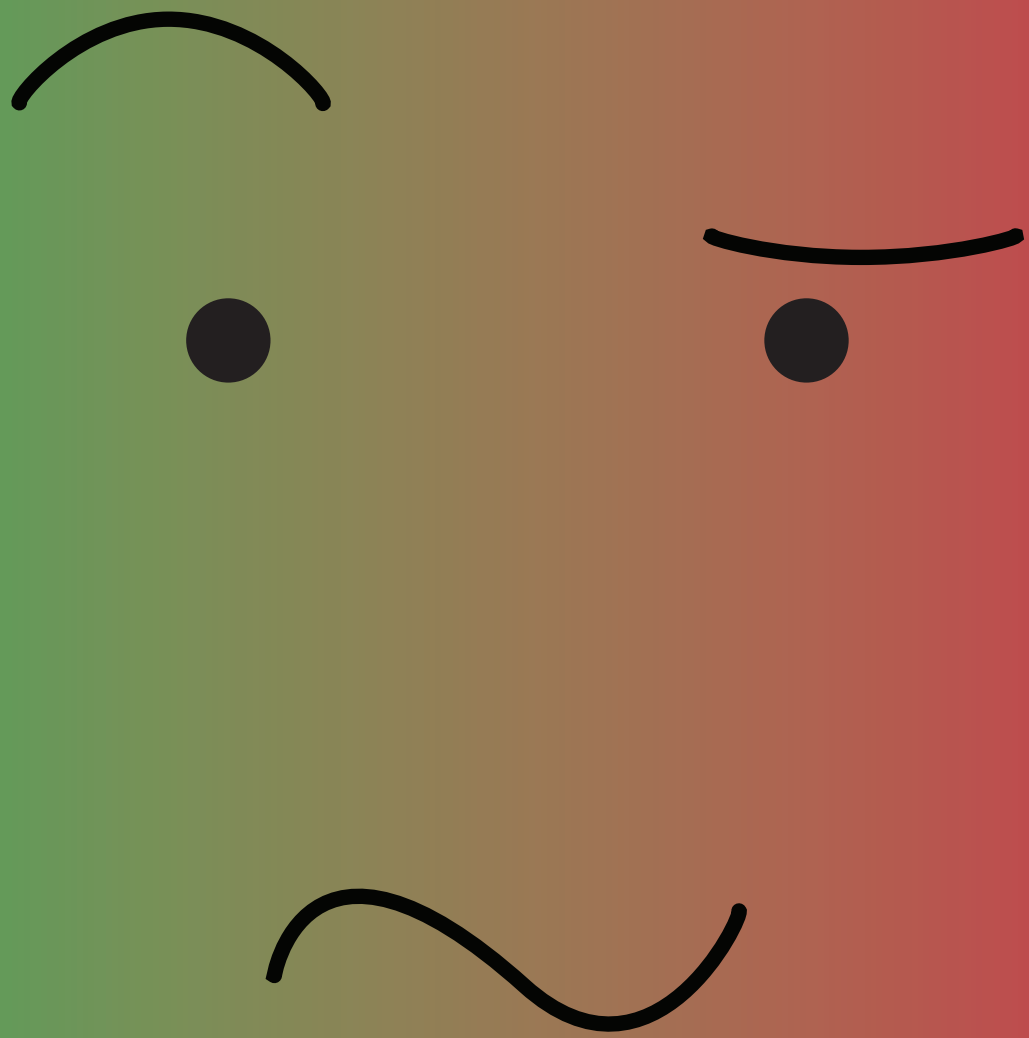


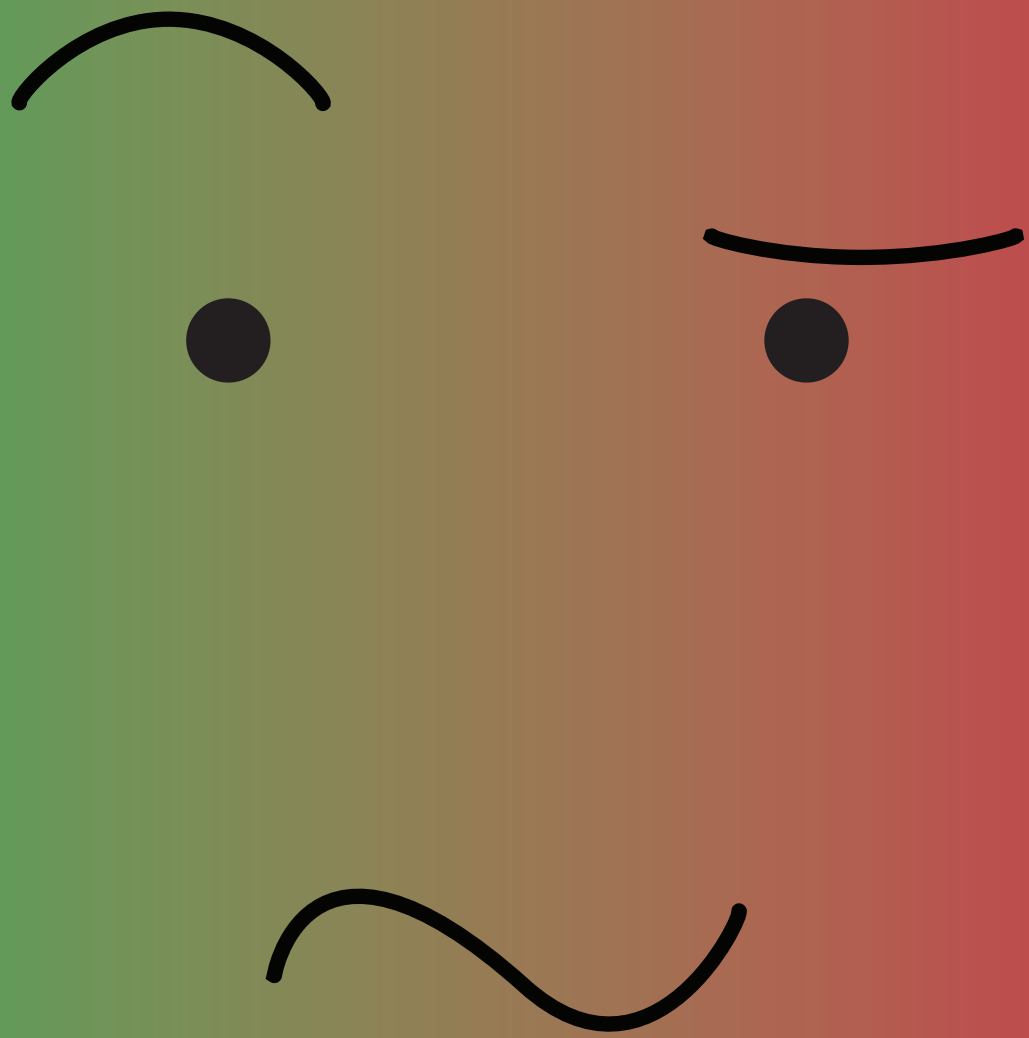


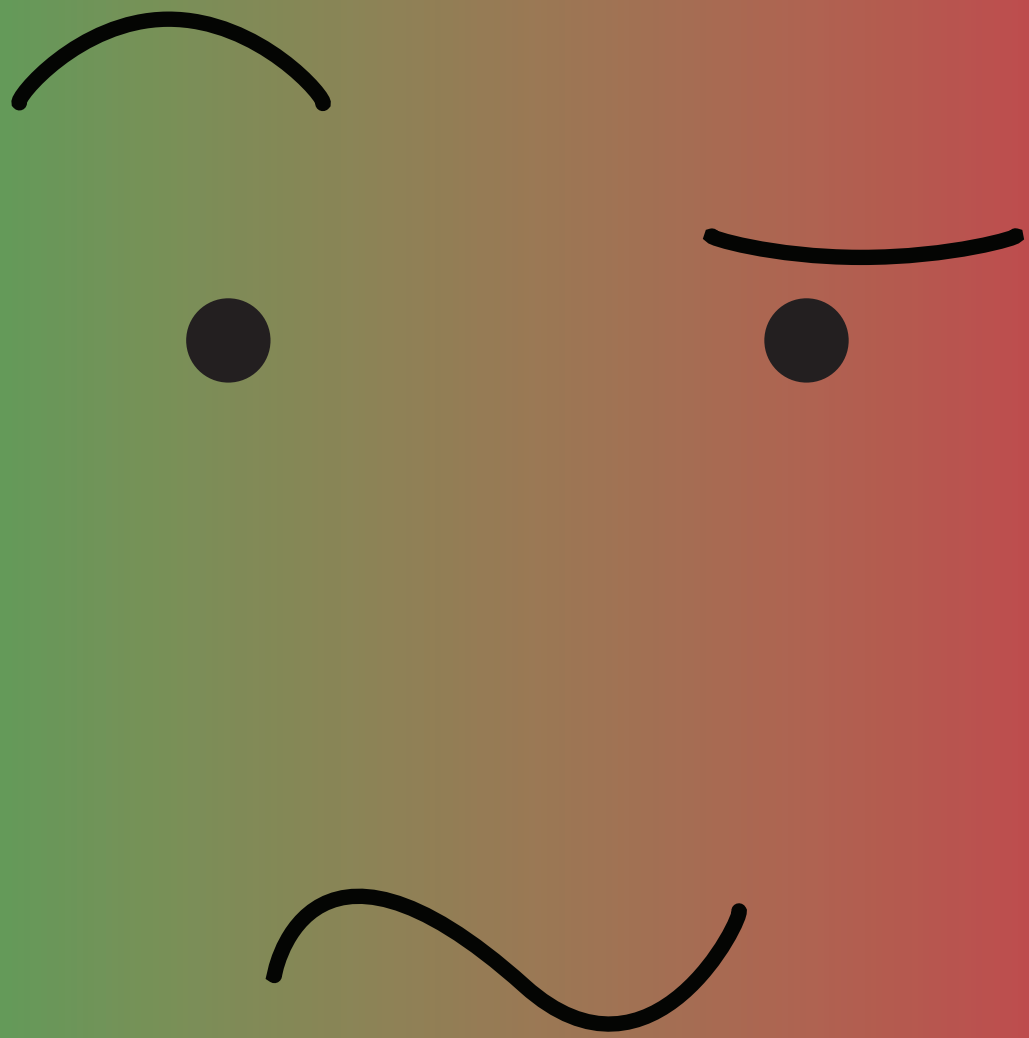


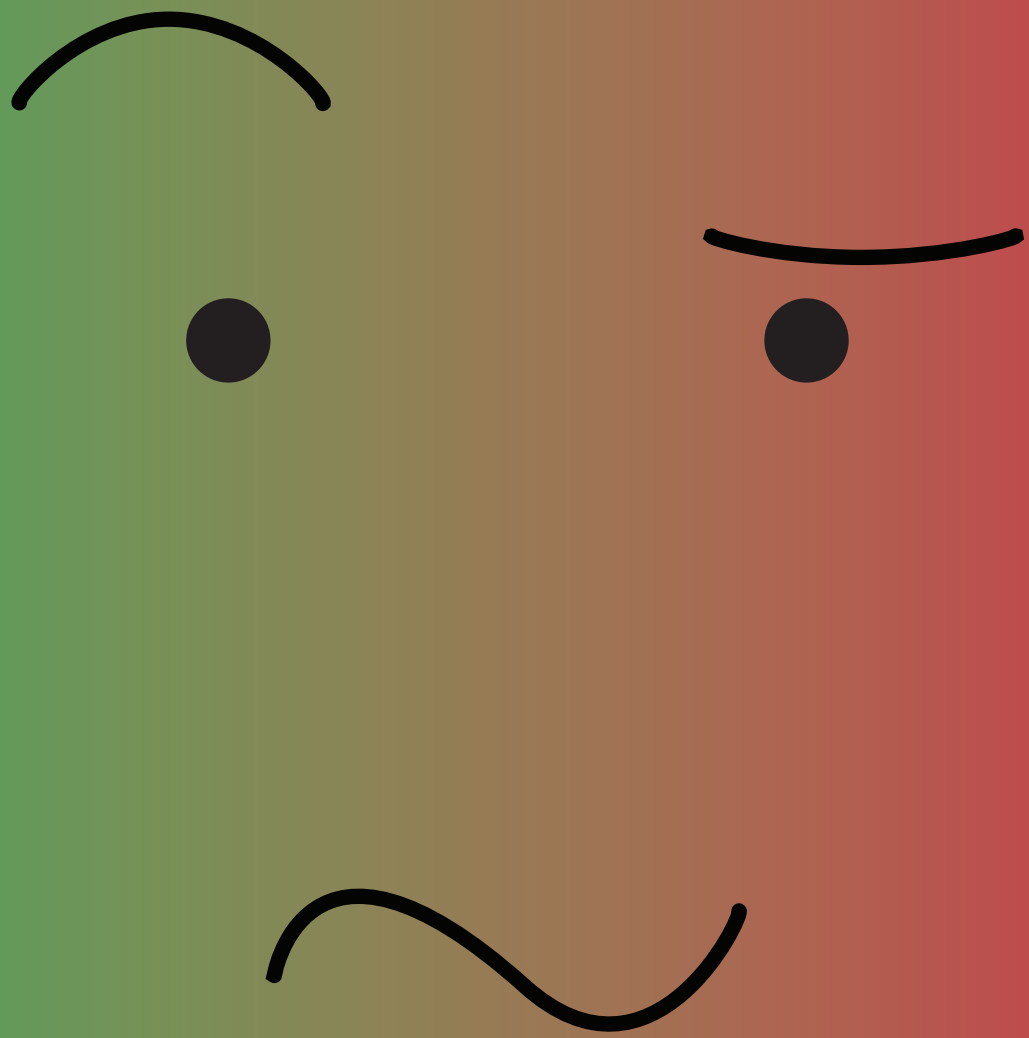


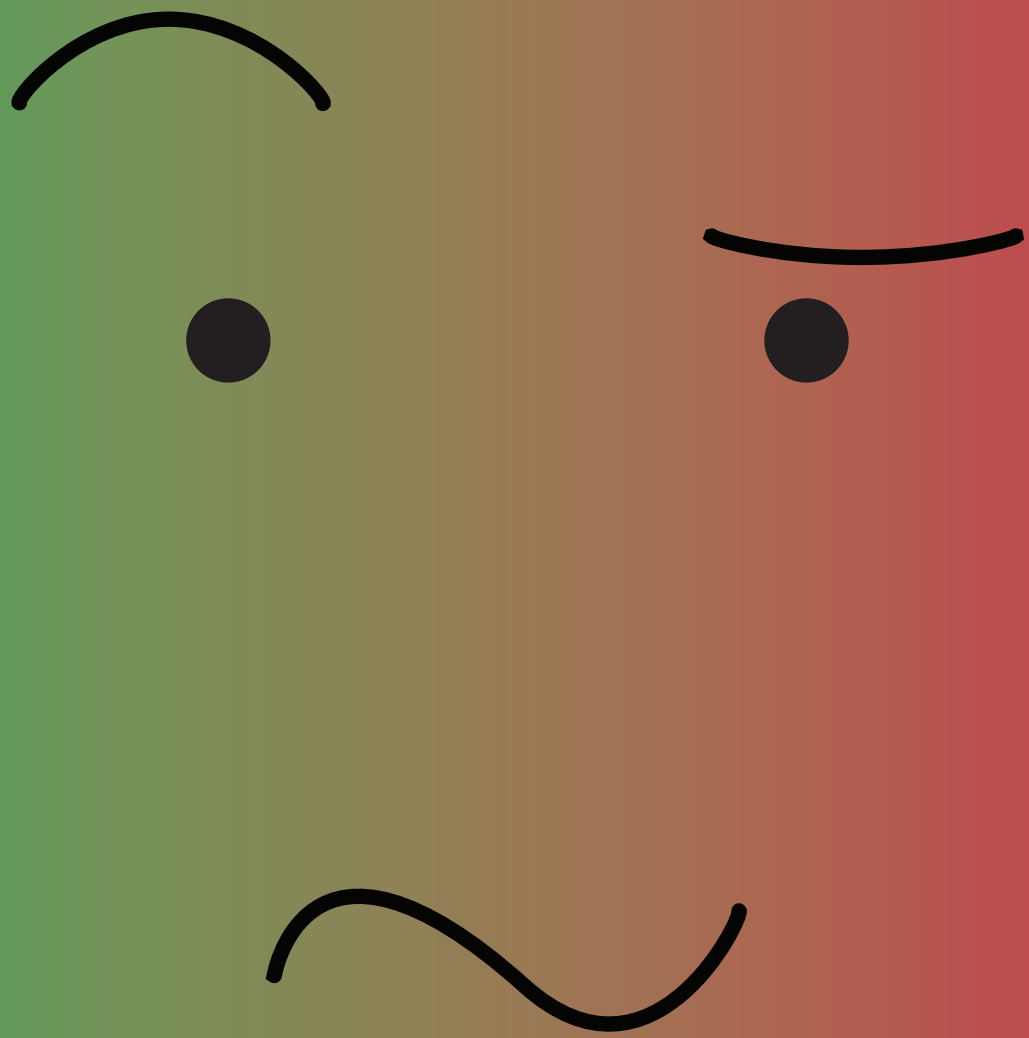


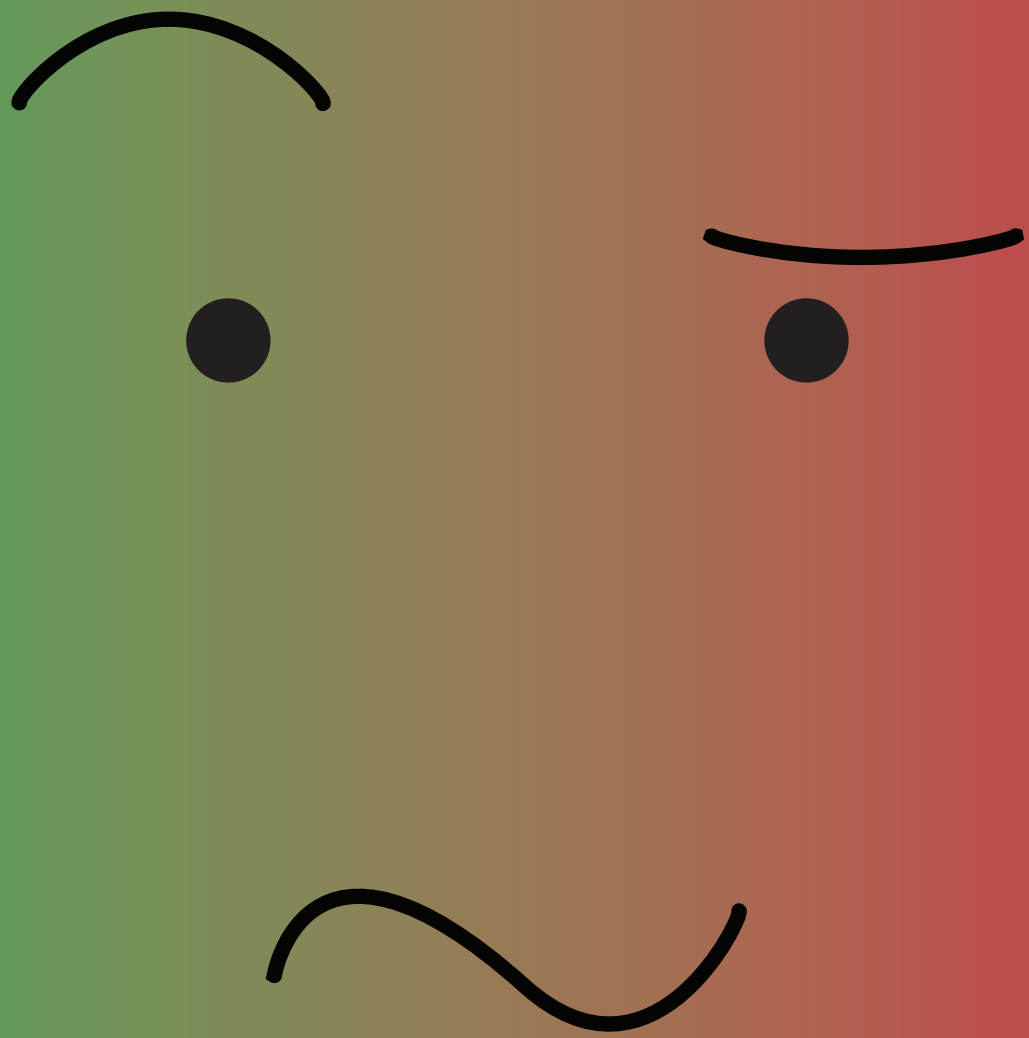


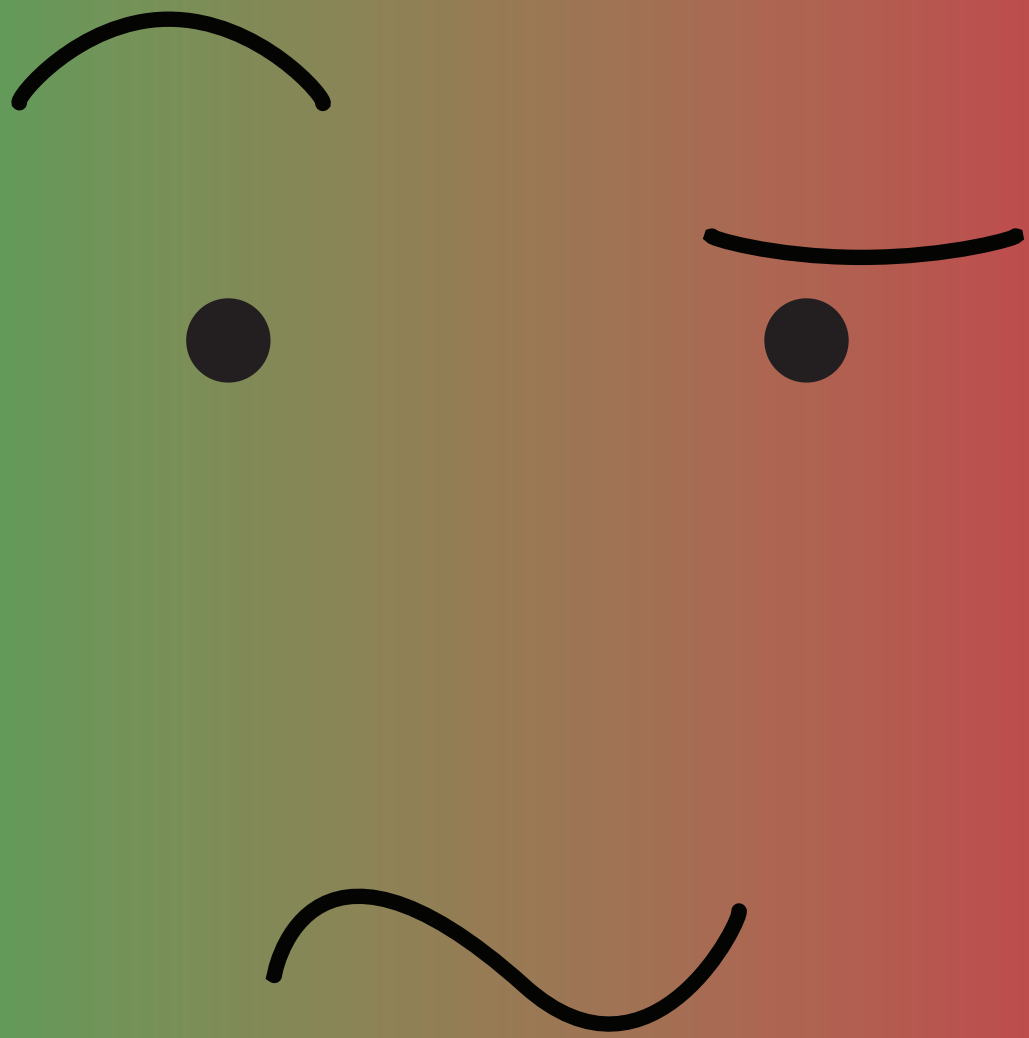


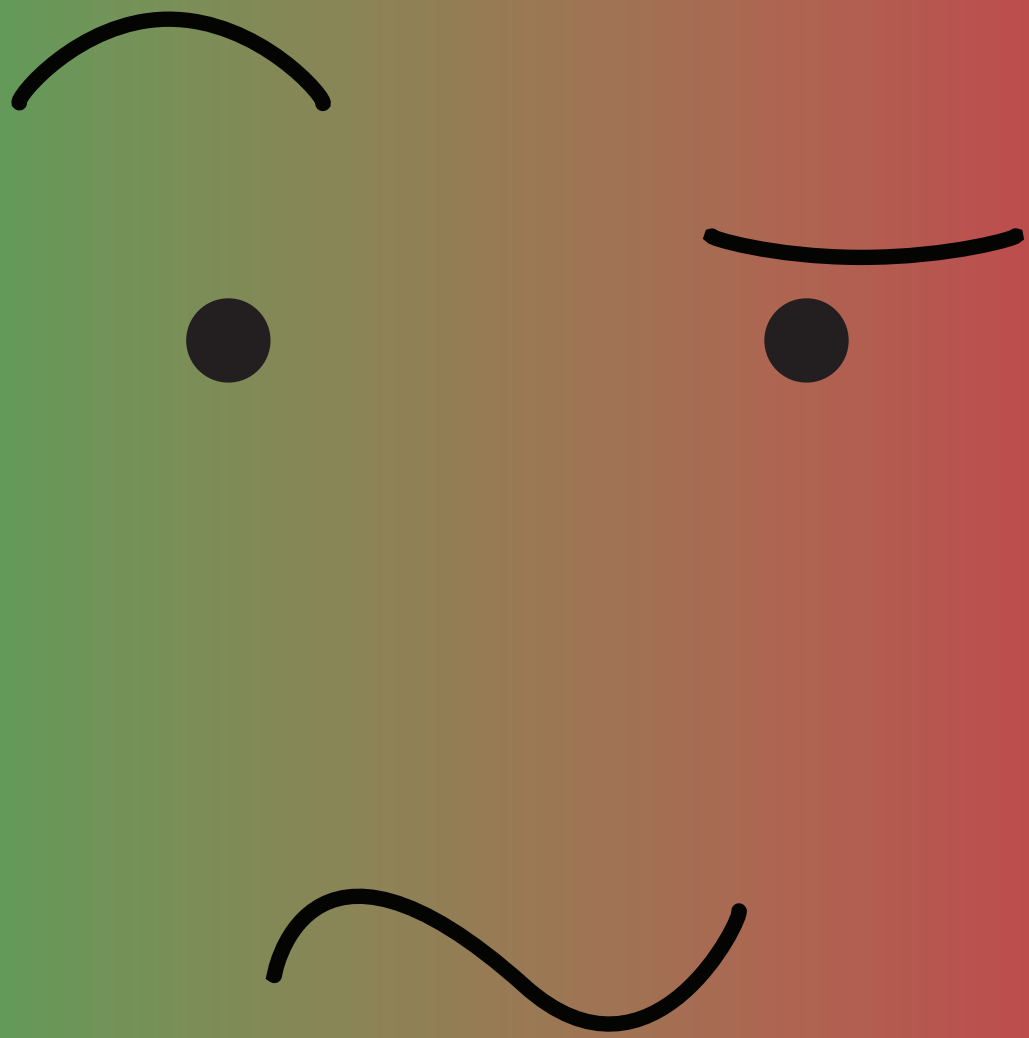


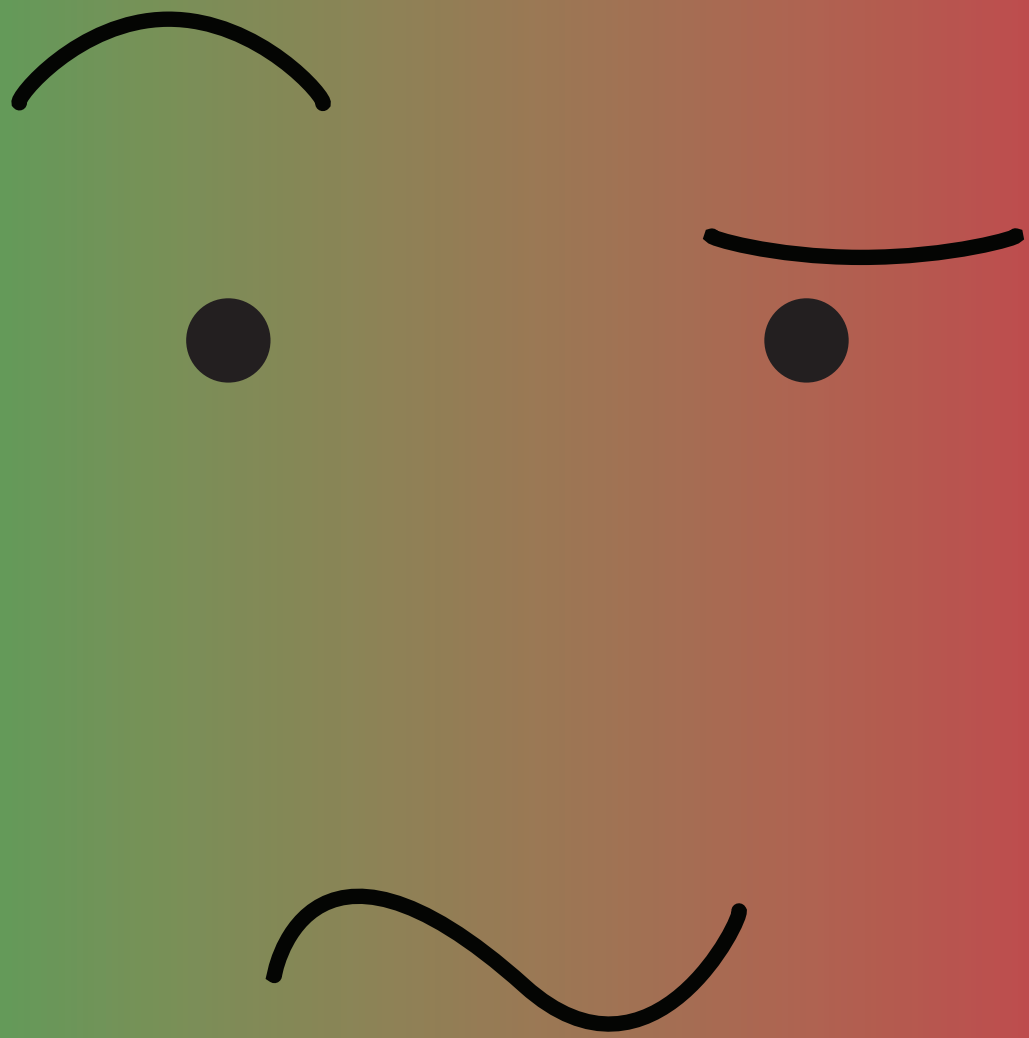


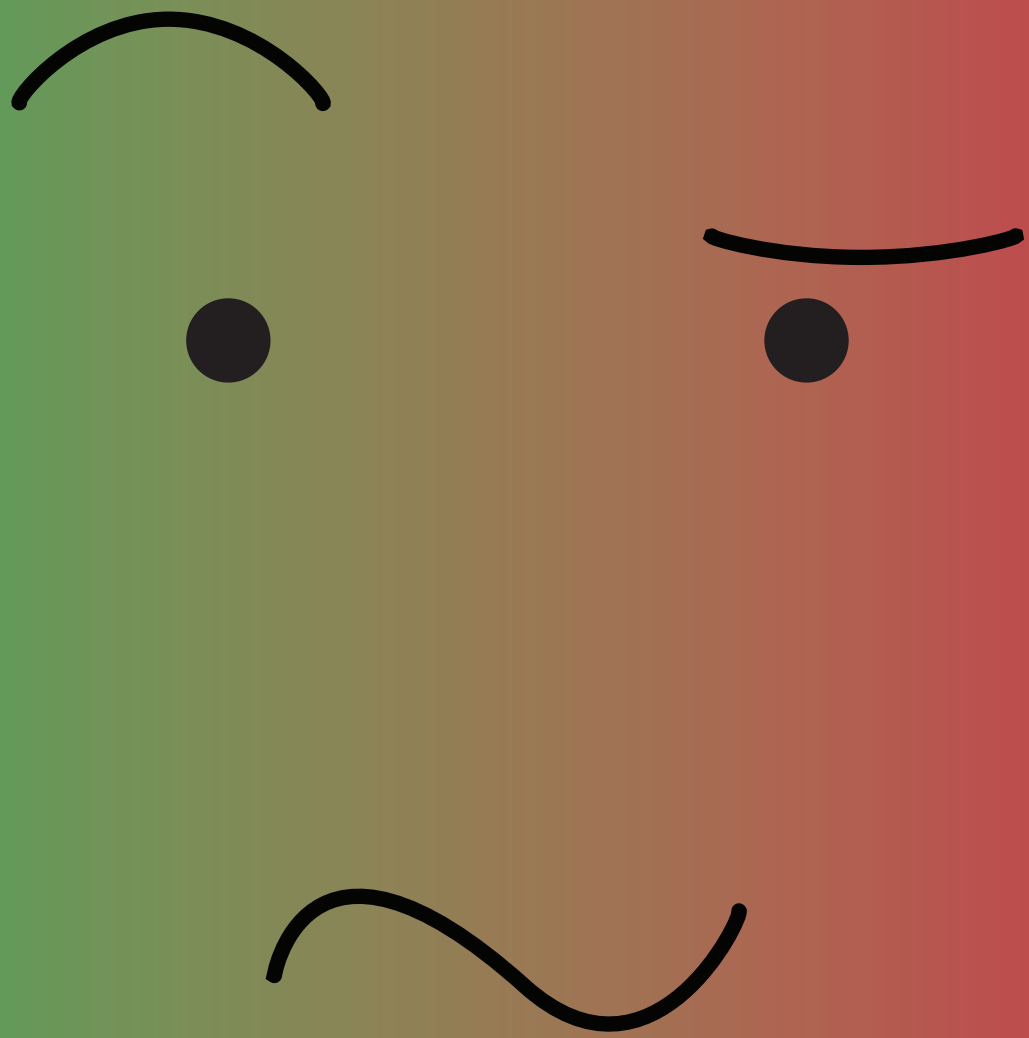


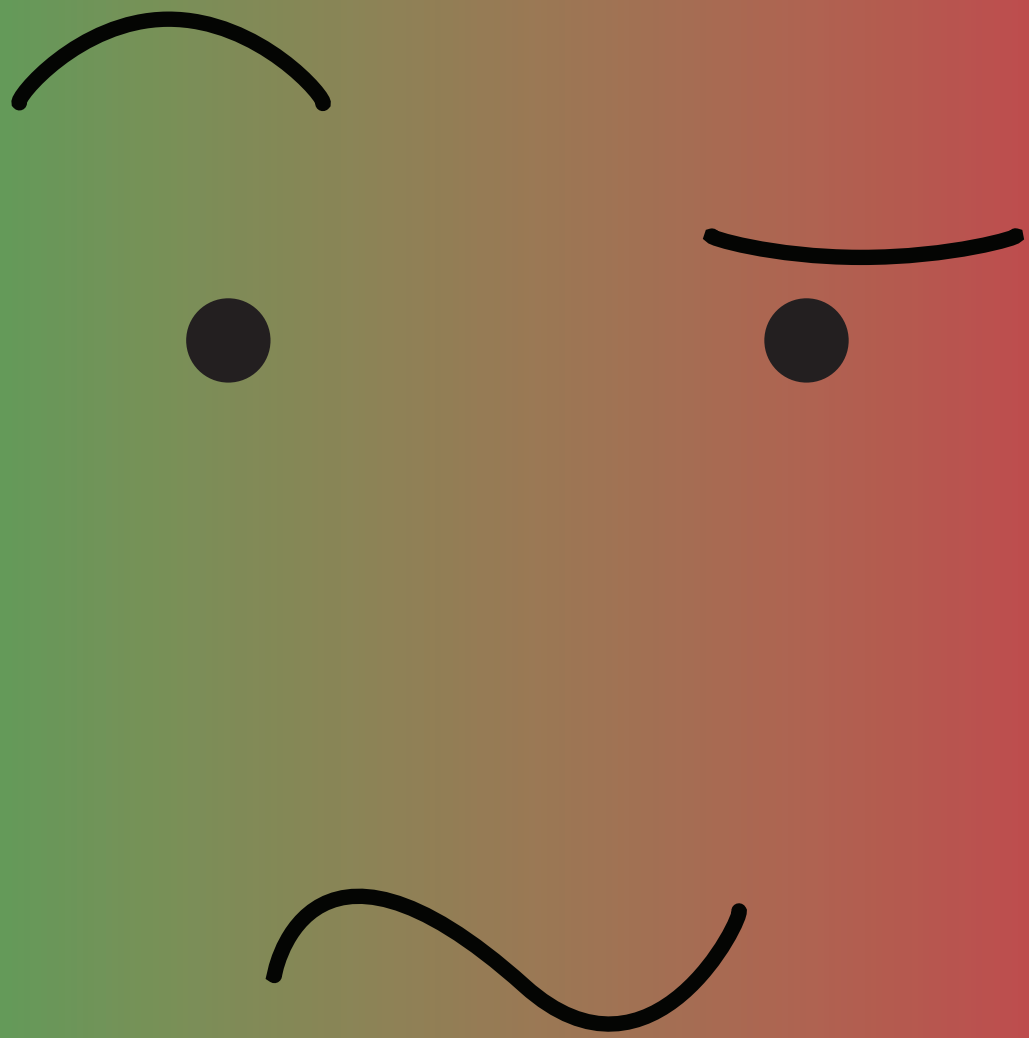


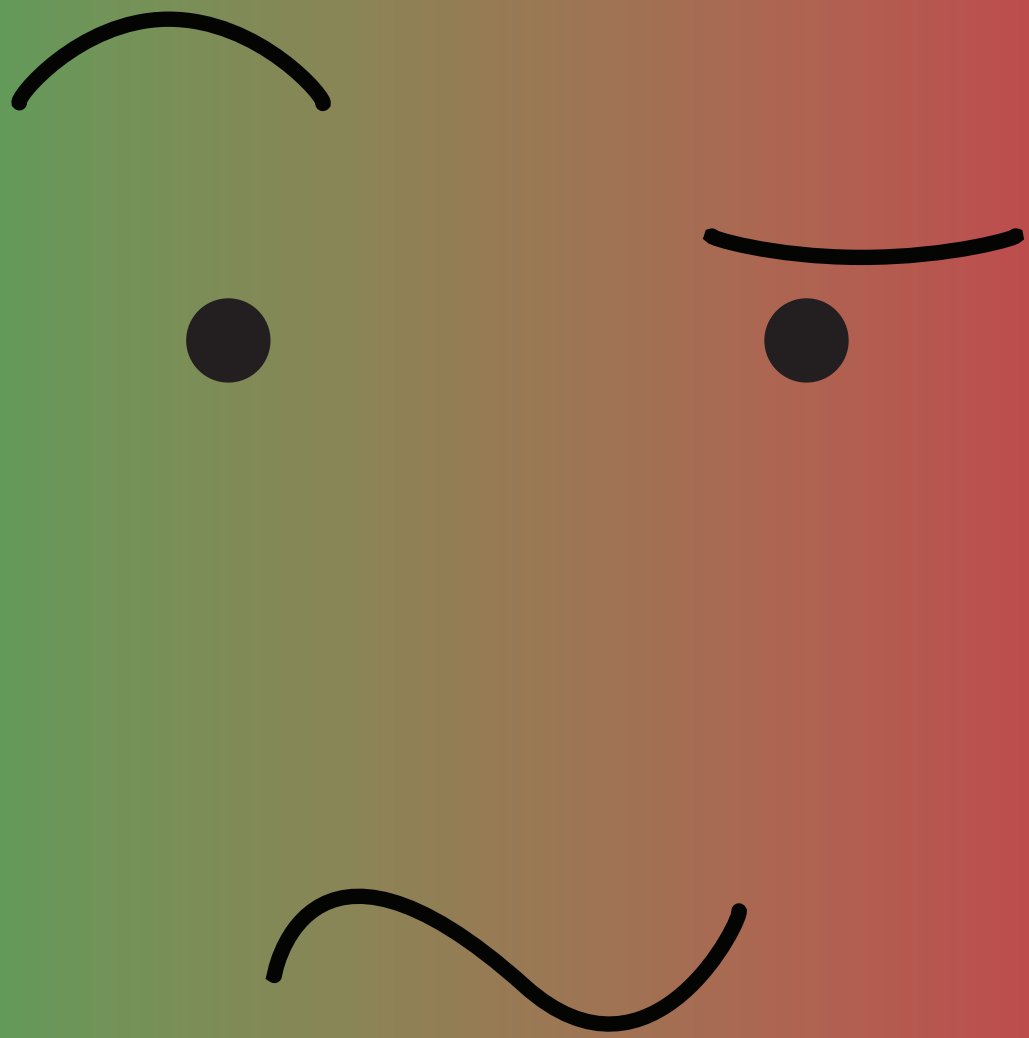


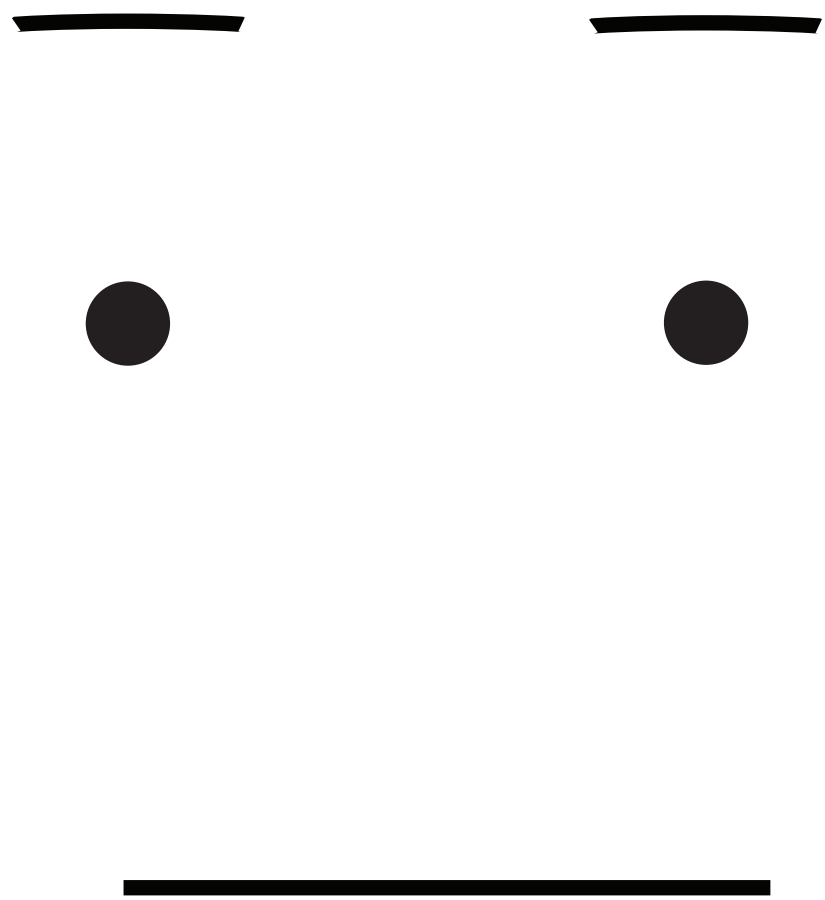


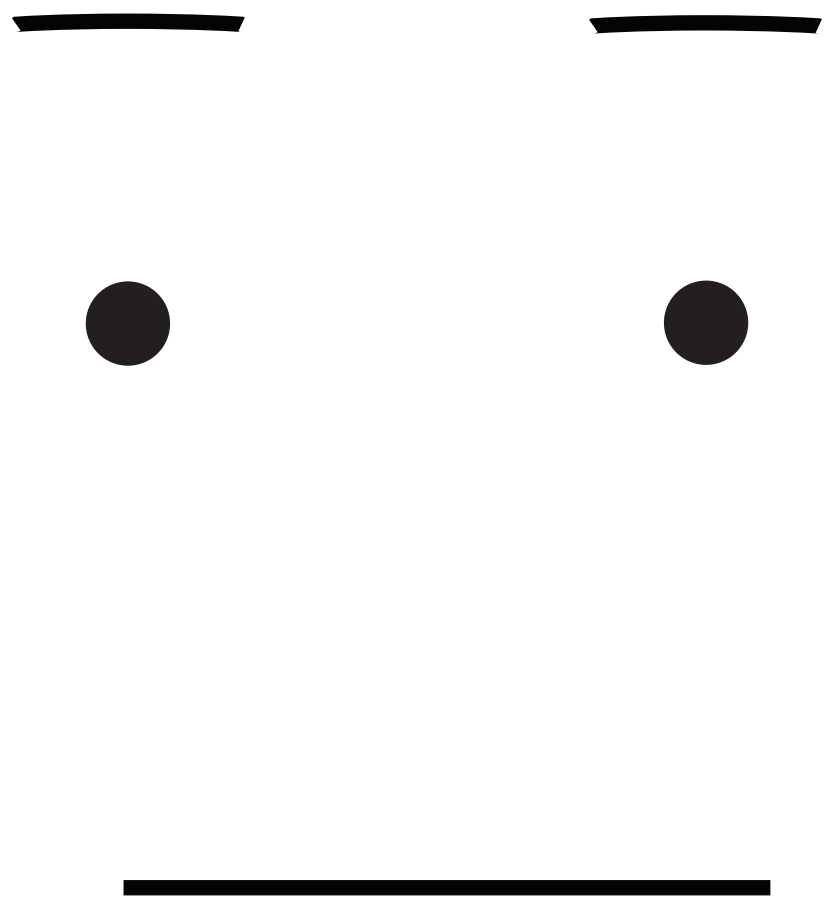


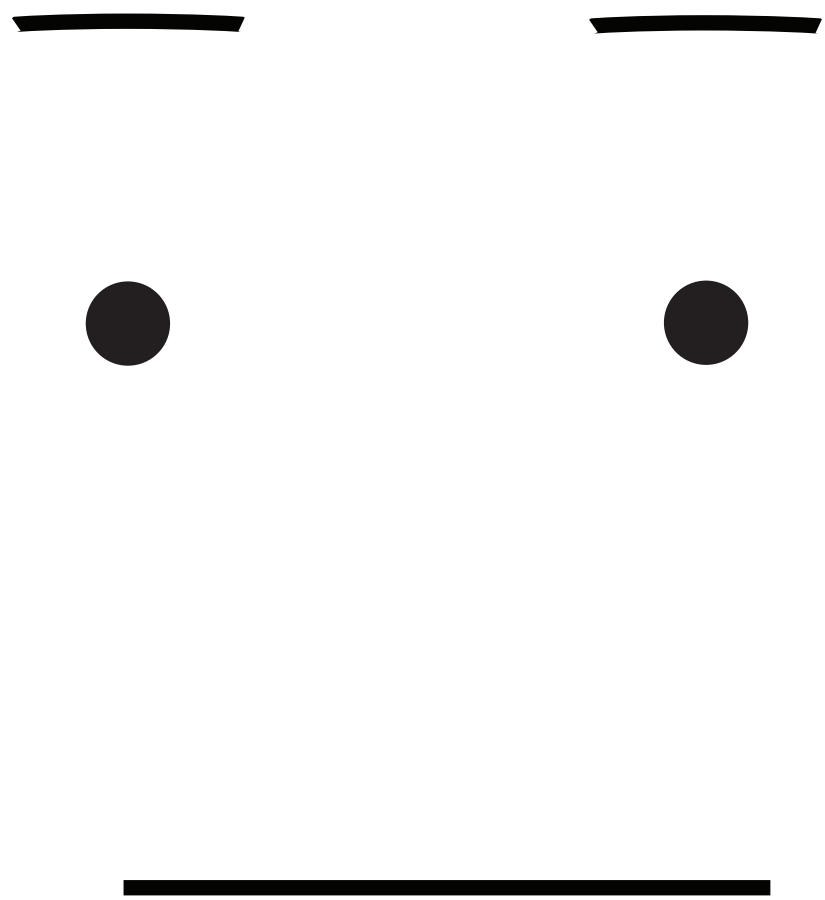


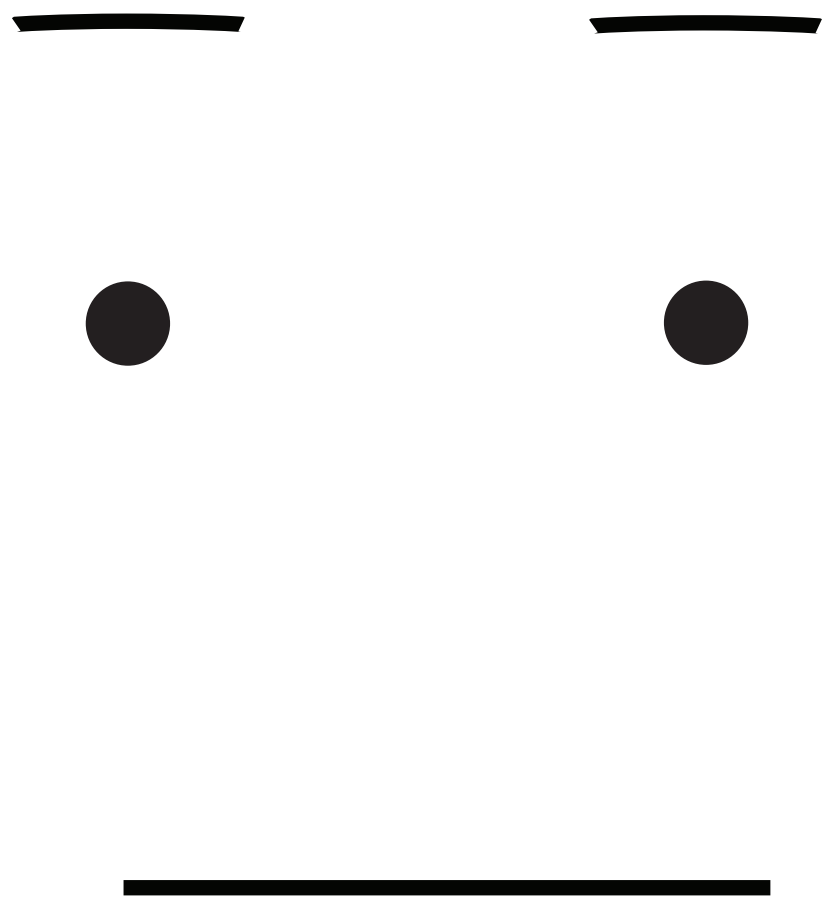


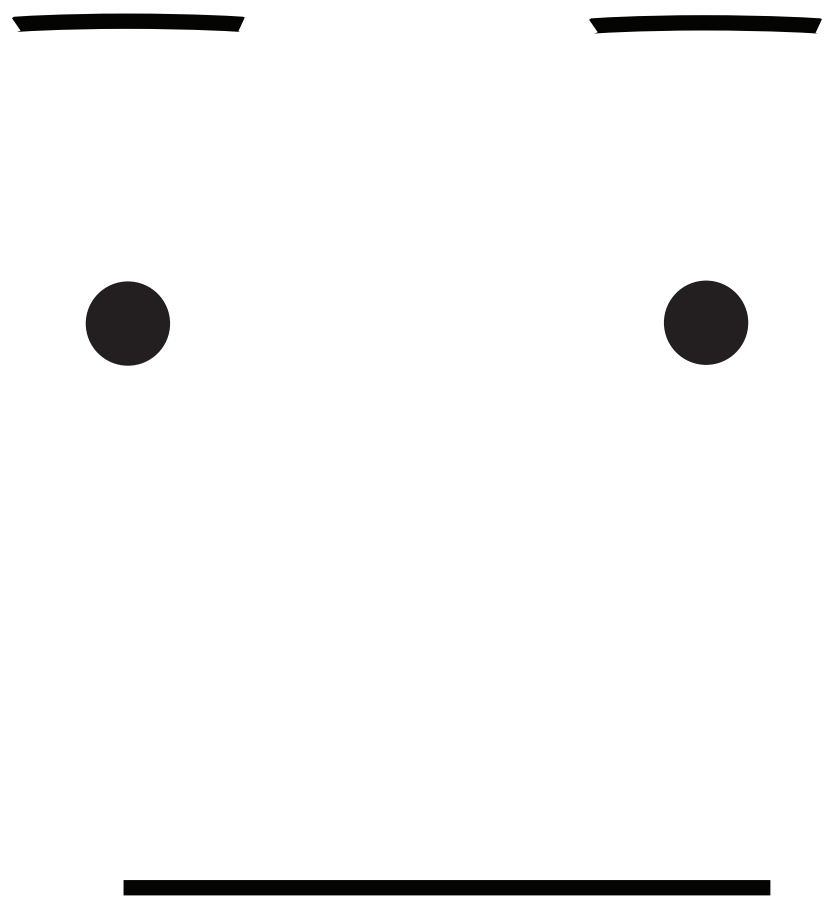


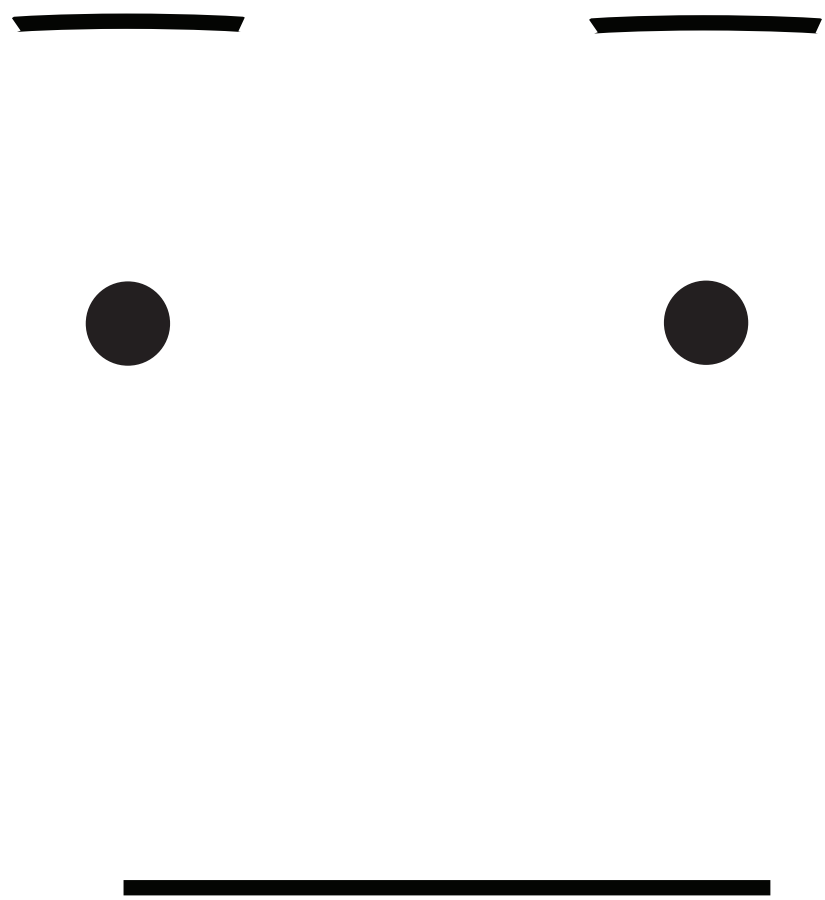


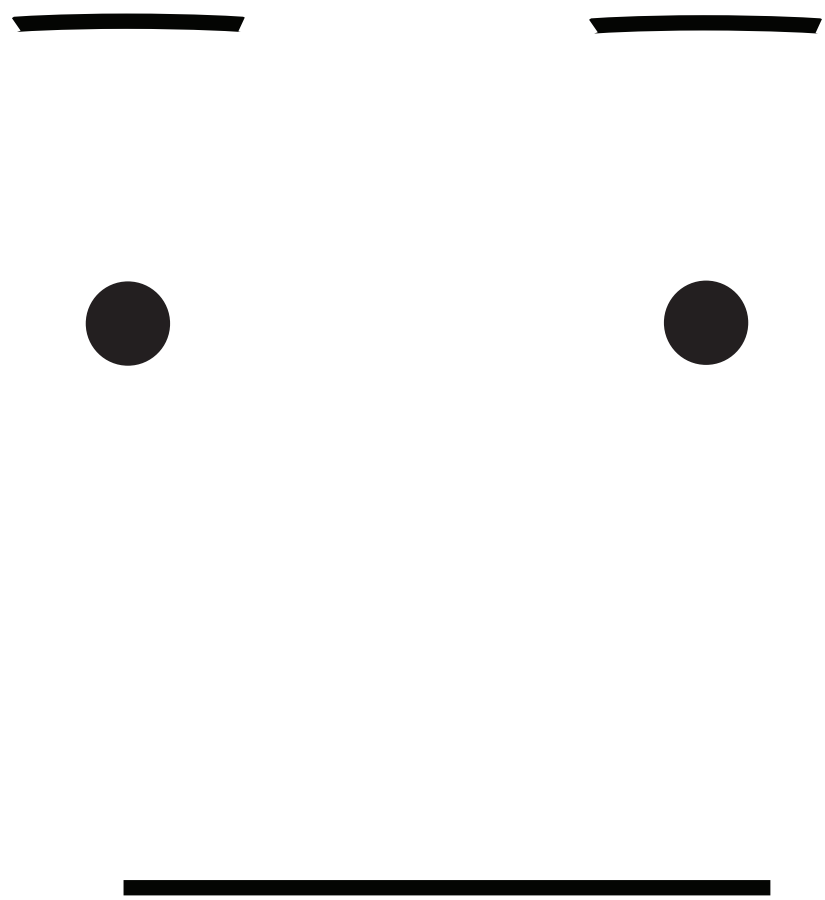


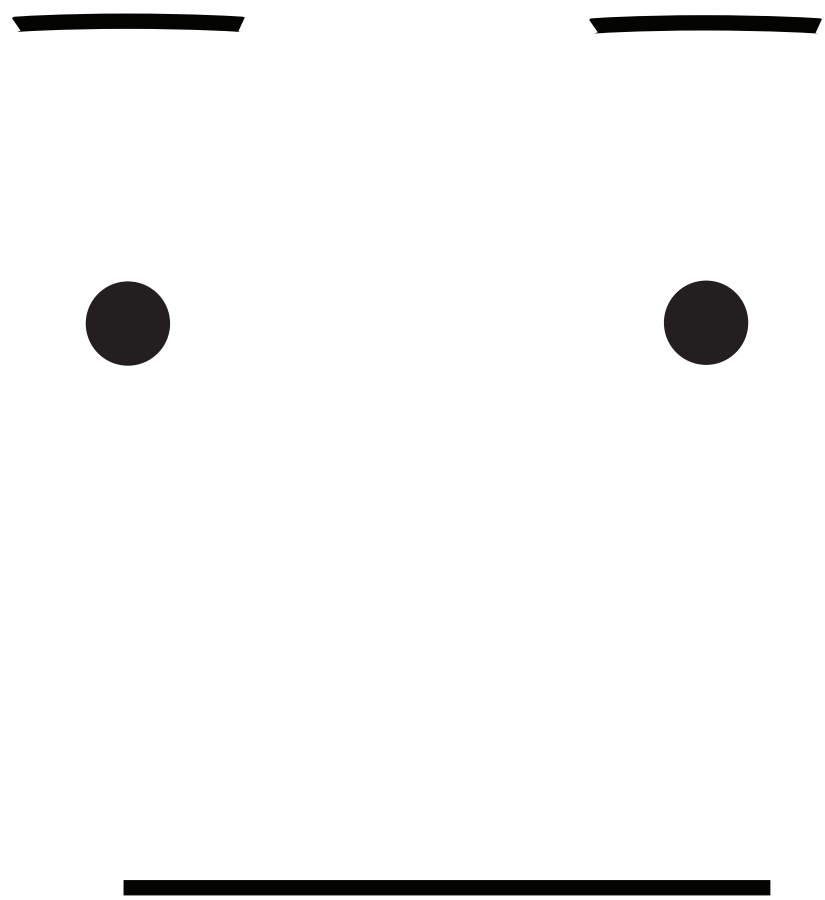


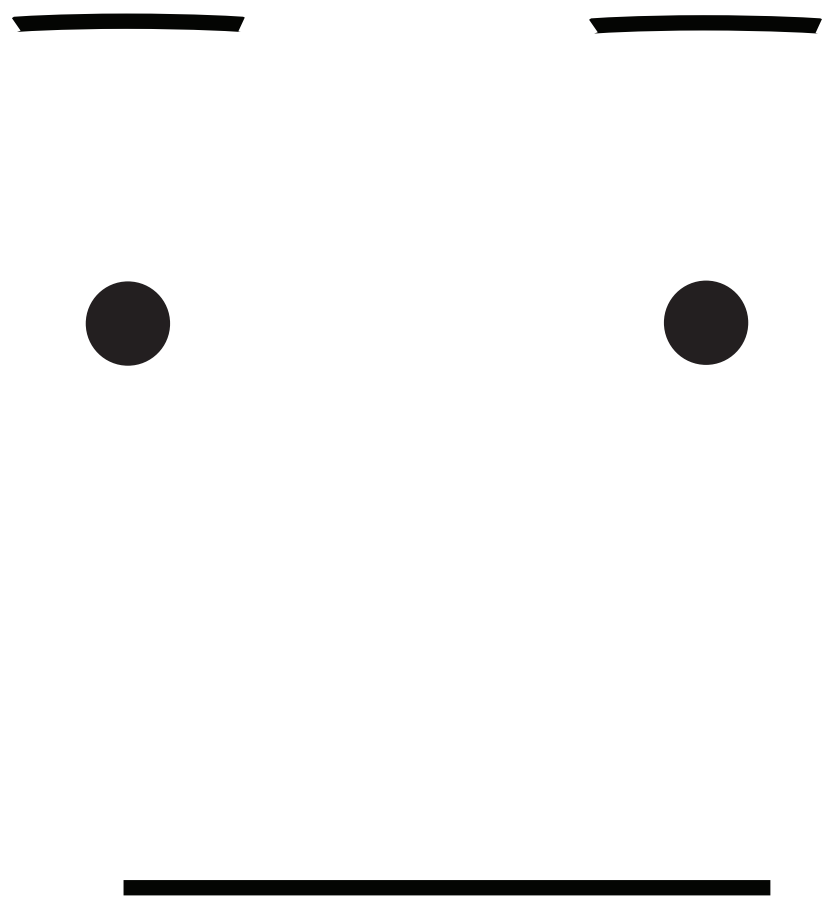


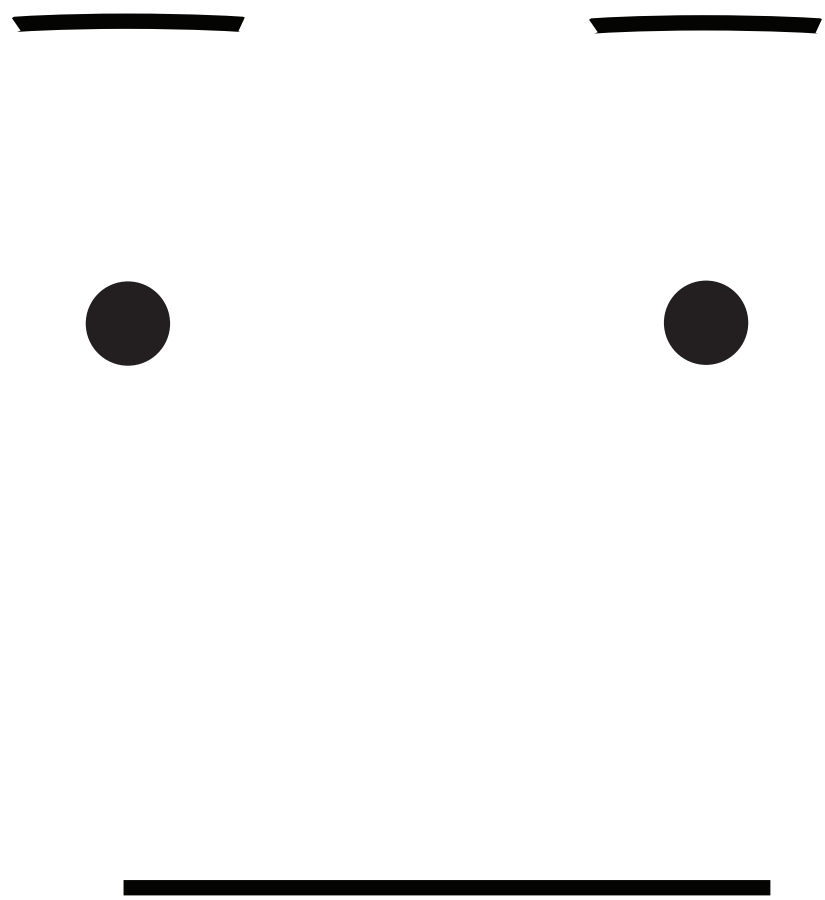


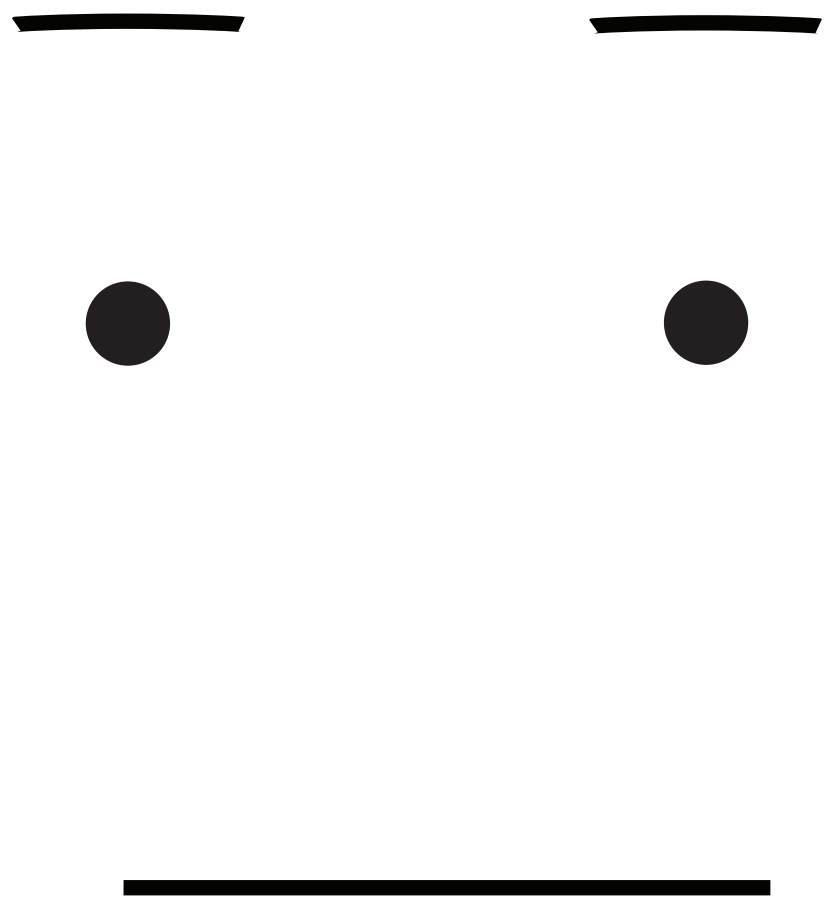


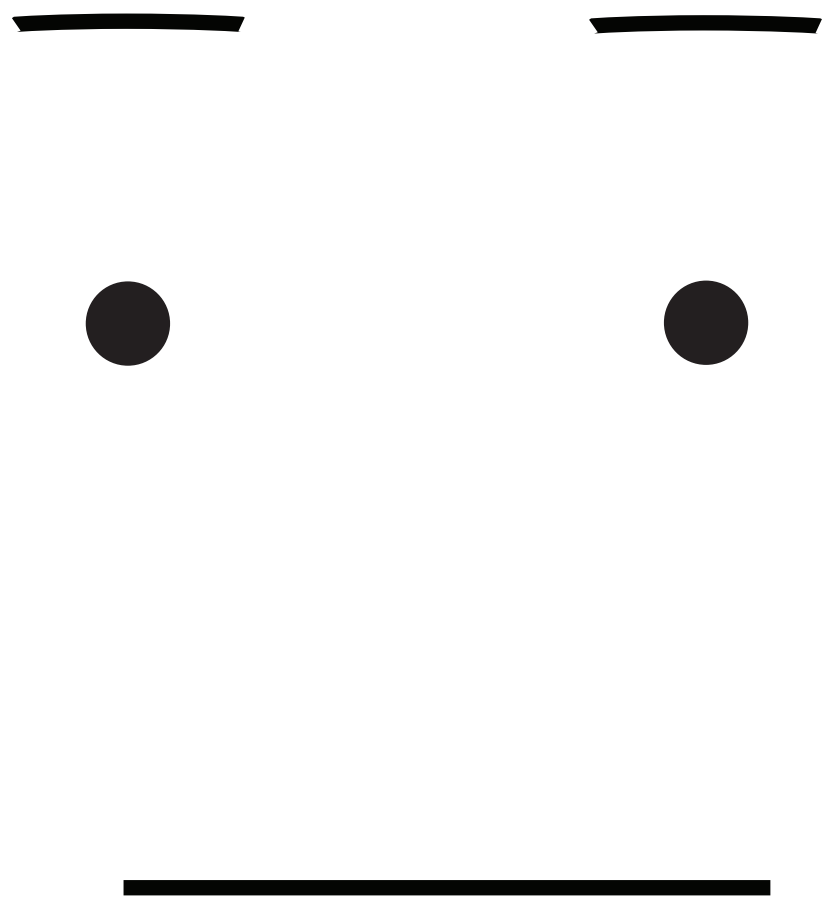


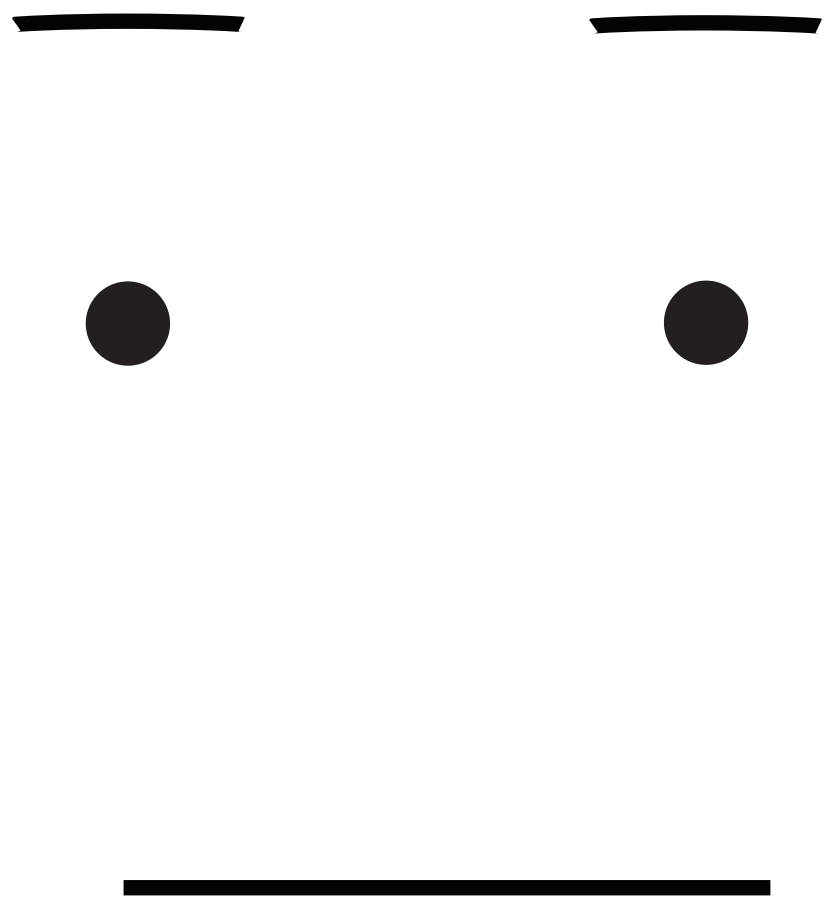


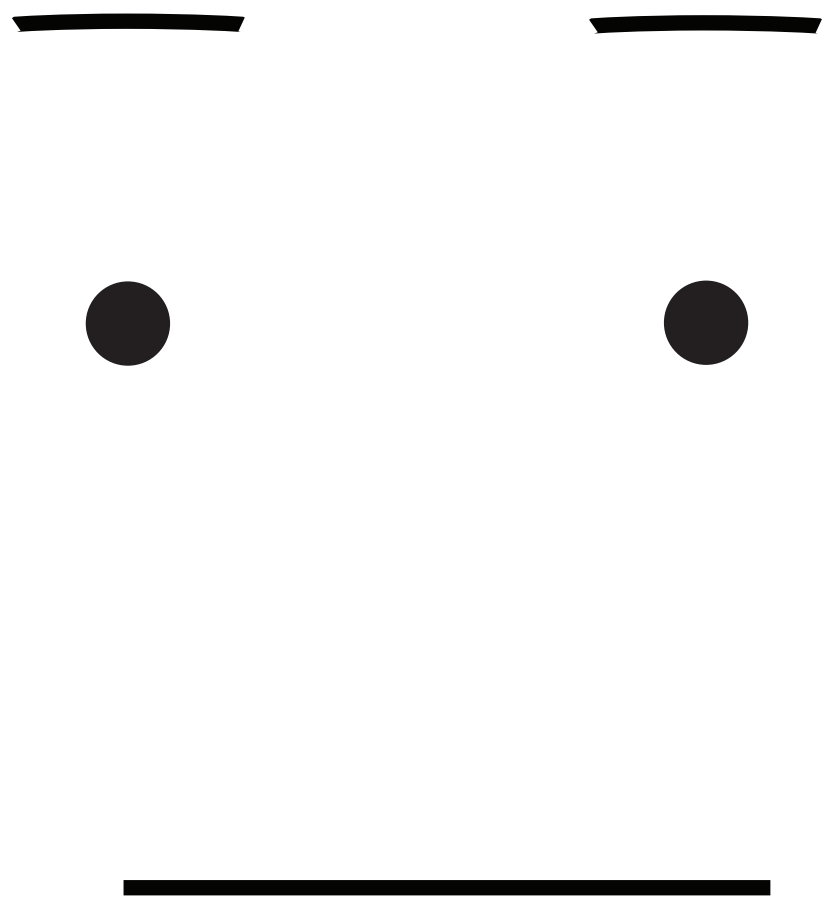


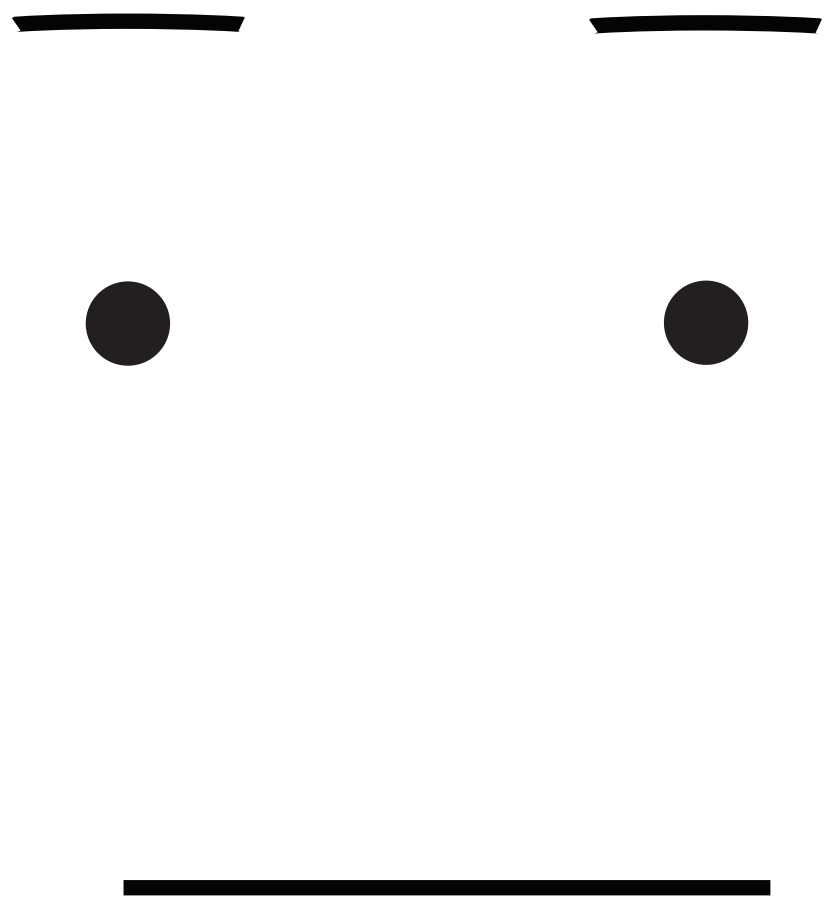


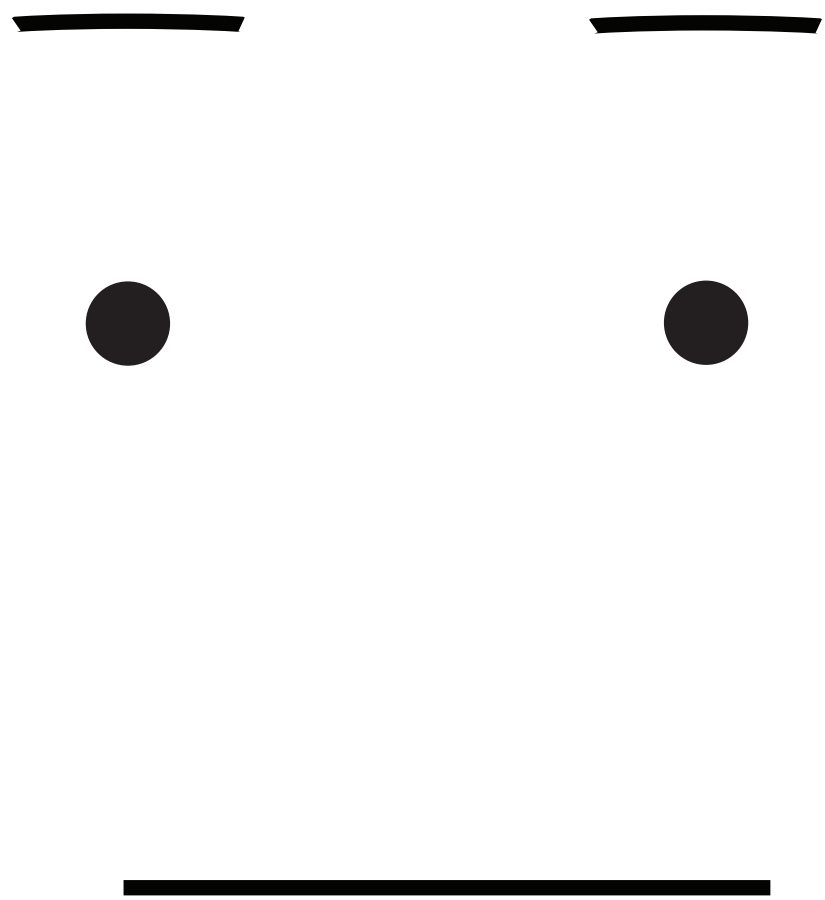


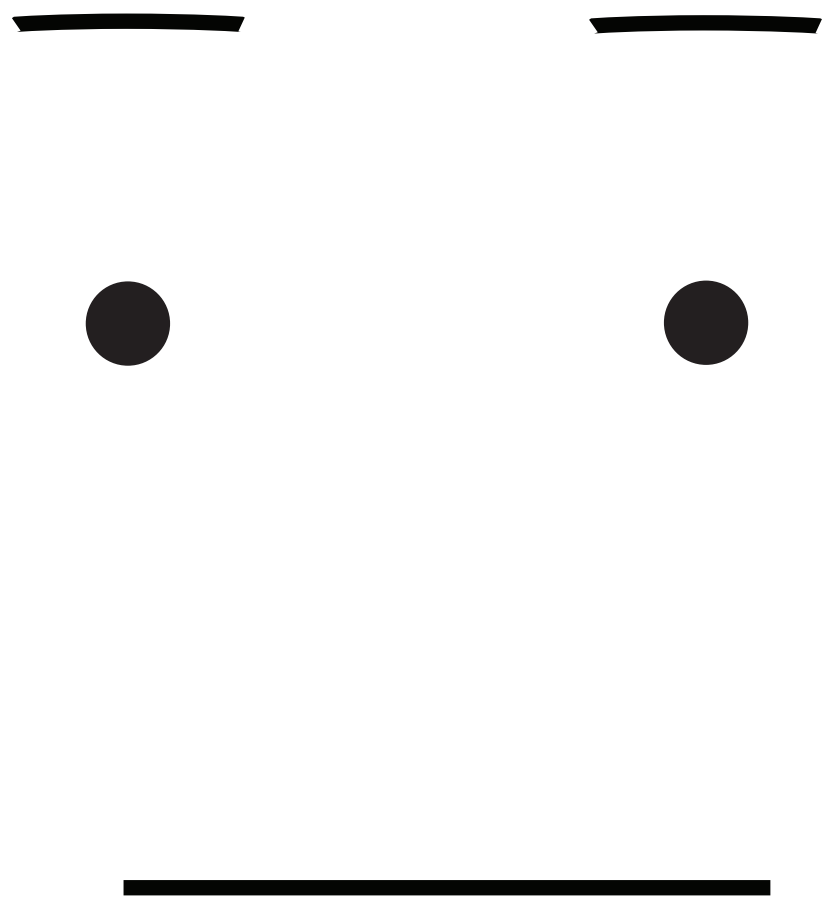


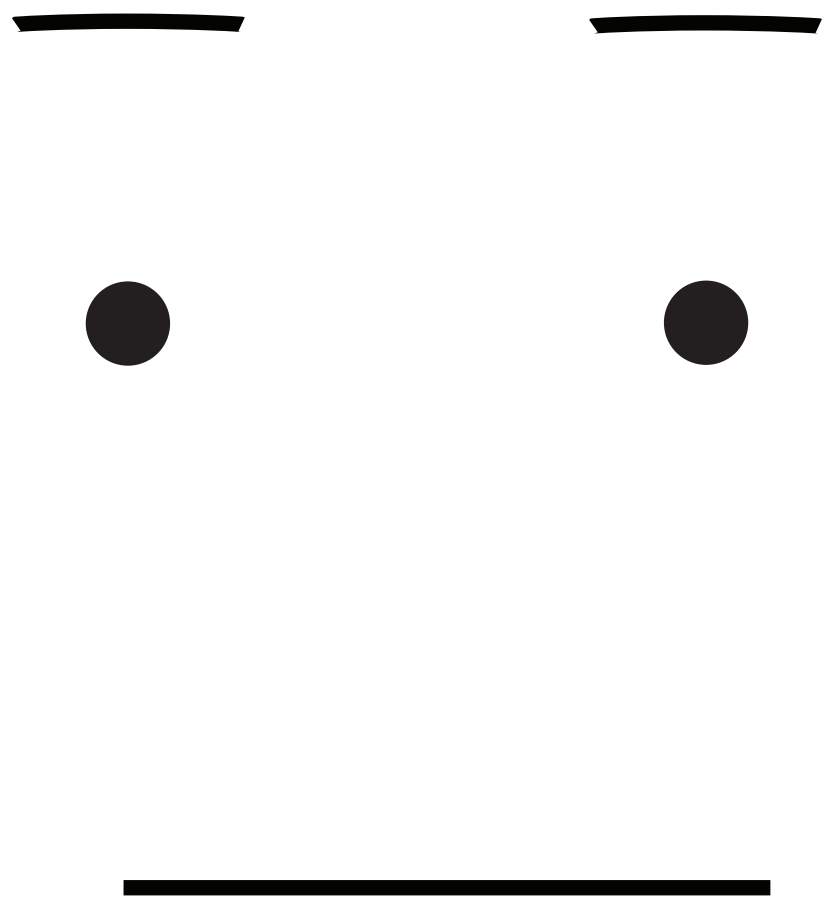












1

Look at all the emotions expressed by the group on the table.

Do you think the innovation is a ‘go’ or a ‘no go’ at this stage?

2

Were all four values represented in your group? If not, how might people with other values feel about this innovation?

Might there be other characteristics of this innovation that haven't been mentioned yet?

What implications would these characteristics have for different values?

3

How could you change the innovation to accommodate different values?

Could any of your proposed changes potentially create new value threats?

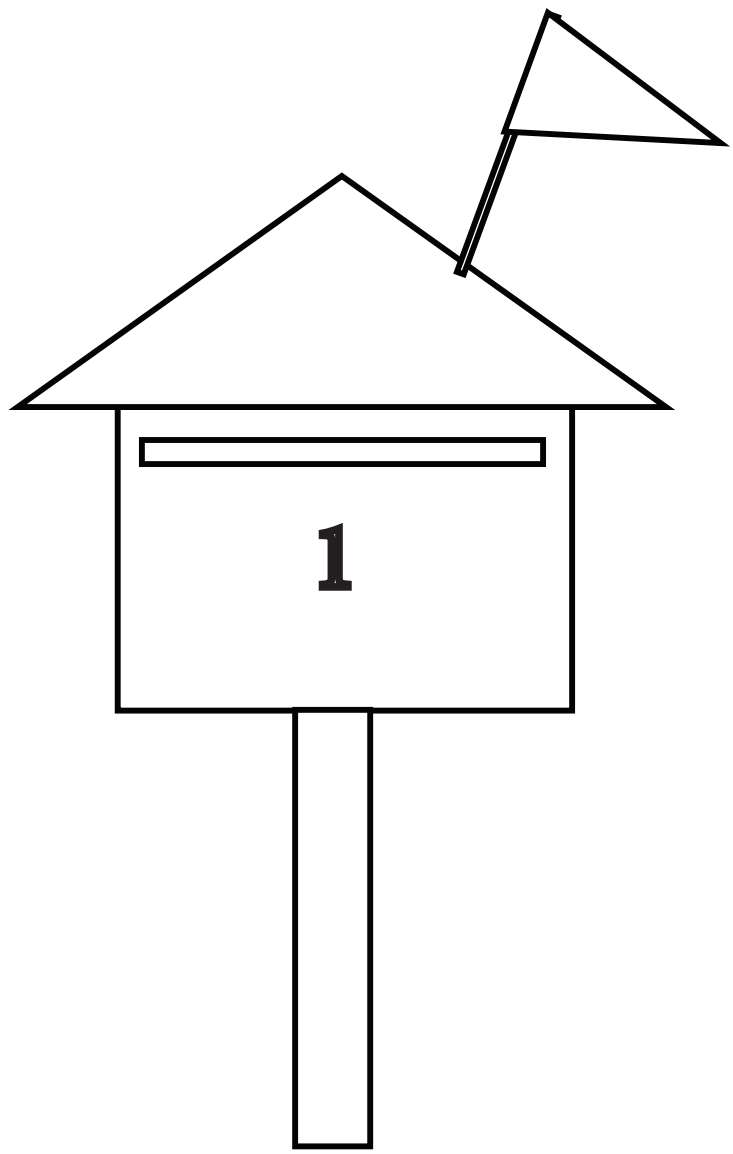
Are there any potential conflicts between the players who prioritize different values? If so, how could you look for a compromise?

4

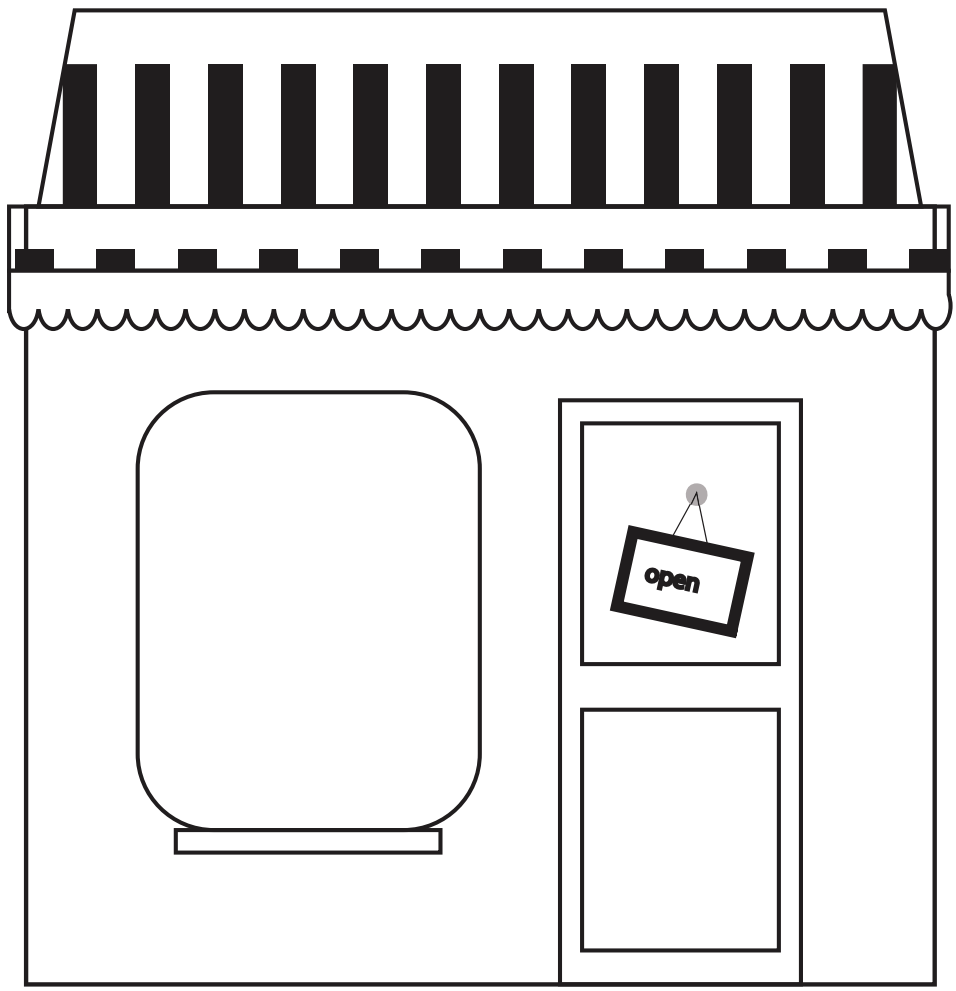
Revisit the innovation scenario again. Is the innovation a ‘go’ or a ‘no go’ after considering possible changes?

If the innovation is a ‘go’, under what conditions?

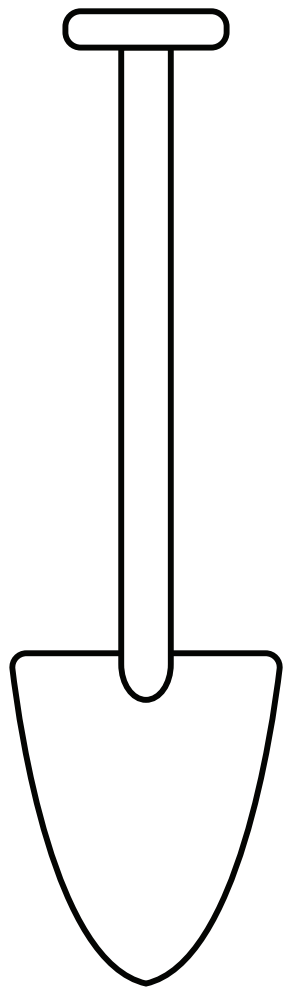
LOCAL RESIDENT



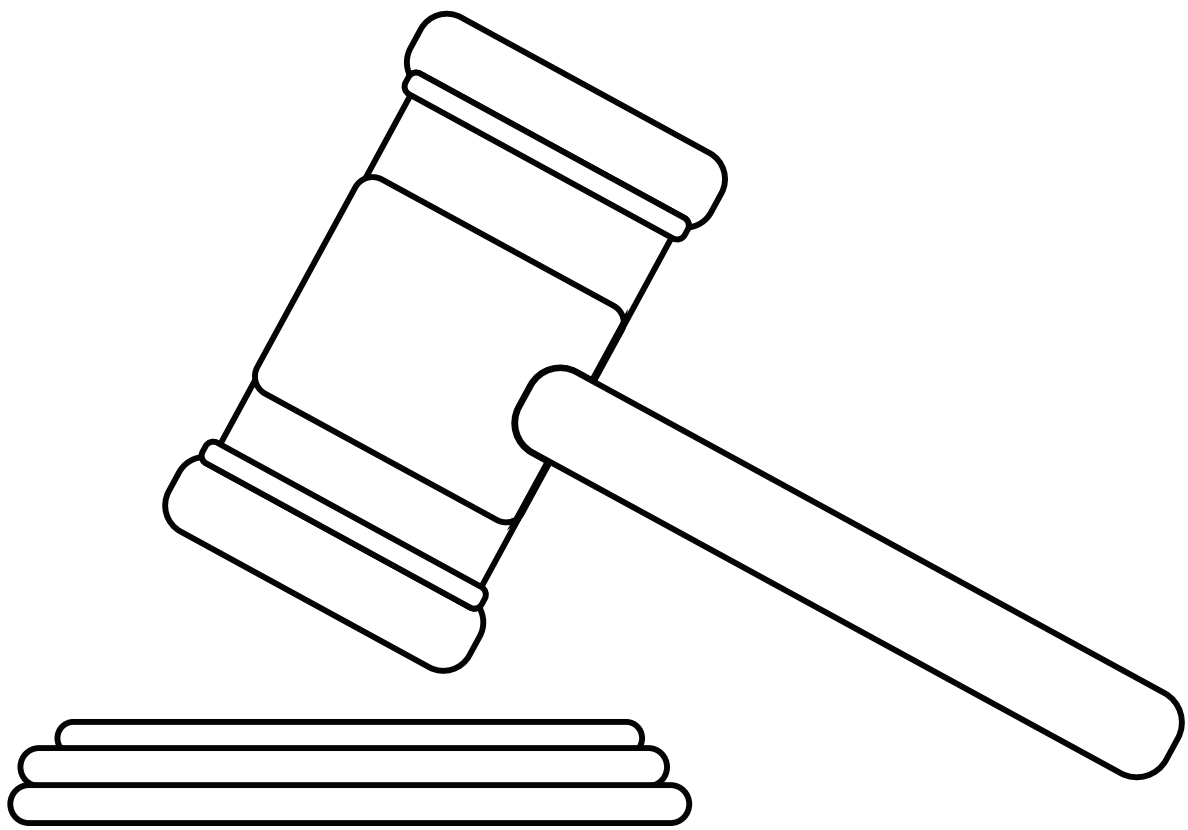
SMALL BUSINESS OWNER



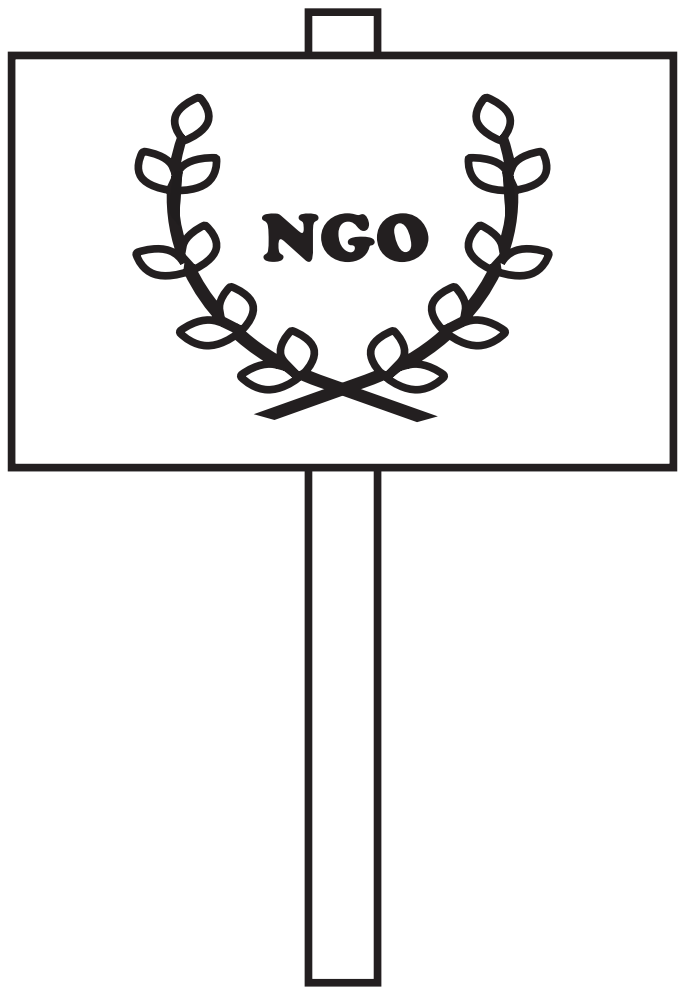
DEVELOPER



GOVERNMENT OFFICIAL



NON-GOVERNMENTAL ORGANISATION



ENGINEER