

ARTITUDE

Climate / Culture / Circularity /

CLIMATE WHEEL OF FORTUNE



CONTENTS

2

Spinning into Action: What the Climate Wheel Is All About



Painting the Picture: Using Visual Art to Bring the Circular Economy to Life



Hands-On Learning: How Tactile Art Makes the Circular Economy Click



Why a Men's Shed Was the Perfect Workshop for the Wheel



From Idea to Action: Why the Men's Shed Said "Yes"



By the Numbers: Key Facts About the Climate Wheel Today



Pledging for the Planet: Commitments Inspired by the Wheel



On the Road: Where the Wheel Has Been and the Stories It's Sparked



SPINNING INTO ACTION: WHAT THE CLIMATE WHEEL IS ALL ABOUT

3

Artitude worked with Repair Cafe Foyle and Be Safe Be Well Men's Shed in Limavady to design and make the **Climate Wheel of Fortune**, a large circular rickety wheel made from reclaimed wood and painted with sustainable earth pigment paints. The wheel is painted with 12 facts about how to reduce waste, what the circular economy is and the impact of waste on the planet. The wheel is designed as a creative educational tool to engage people with the circular economy. The wheel is used at events to generate discussion, with participants then invited to draw on a communal scroll or notice board their ideas and hopes for a waste-free planet.



PAINTING THE PICTURE: USING VISUAL ART TO BRING THE CIRCULAR ECONOMY TO LIFE

By using visual aids, complex concepts and ideas can be made to be more accessible and engaging. The visual element can be a powerful tool for awareness raising and act as a conversation starter, beginning to have discussions around behaviour change. By using reclaimed wood, and repurposing the material to create the art, it highlights the potential of waste and encourages those who engage to consider alternative options.

The climate wheel is a valuable visual tool because:

- It provides a visual representation of circular economy concepts, presenting sometimes complex issues in short, visual and easy to understand chunks
- It emphasises the importance of and the value in repurposed materials. By using reclaimed wood, the wheel highlights the potential of waste resources, shifting perceptions from waste to valuable assets. By using eco-friendly materials including the paint, it advocates for positive change in creating art and motivates the participants to make more sustainable choices.
- It bridges the gap between presenting information, and understanding by making the topic of the circular economy more accessible and relatable in a fun and informative way. By using bright colours and simple language, the topic is comprehensible to a more diverse range of audience than simply words written on a page
- The climate wheel can be used to engage the community in a way a simple presentation could not. The wheel and its facts are accessible to young and old alike and can be brought to community based projects and events as a public engagement tool. The wheel is large enough to be an imposing figure at any event, but one that is inviting and encourages discussion and participation.

By engaging with art, people can gain a deeper understanding of climate change, its impacts, and its potential solutions. This understanding can then lead to increased support for climate action and a greater willingness to change personal behaviors.

Art expands our understanding of we, the local - to us, the global
Art acts as a powerful tool that waste can be a resource - making waste beautiful, inspiring critical thought and discussions, inspiring change towards a more sustainable future.



HANDS-ON LEARNING: HOW TACTILE ART MAKES THE CIRCULAR ECONOMY CLICK

6

By using tactile art, participants will engage multiple senses at any one time. This can help to make complex concepts easier to understand, particularly for diverse learners. The combination of visual and tactile art allows for hands-on exploration, which can encourage a deeper understanding and appreciation for the topics discussed.

The climate wheel is a valuable tactile tool because:

- It provides a sensory experience that goes beyond visual learning. Participants can touch and feel the wheel, along with hearing the wheel clack as it spins.
- By using reclaimed wood as a tangible representation of reuse, it helps participants understand the practical implications of circularity, bringing the theory of reuse to life in a real and meaningful way
- Tactile art such as the climate wheel requires a participatory approach, which can lead to greater understanding and engagement with the subject matter. By becoming actively involved in the process and the art, participants are no longer passive recipients of information, but rather are collaborators in the art
- Tactile art can be considered more accessible, it can suit various needs and learning styles making it a more inclusive and accessible approach to education

WHY A MEN'S SHED WAS THE PERFECT WORKSHOP FOR THE WHEEL

7

The Men's Shed had a strong interest in the circular economy, and were being supported by NIRN at the time . A staff member at NIRN had a connection with the Men's Shed and was able to have conversations with the group about the project. The Men's Shed had a background of producing high quality goods using repurposed and salvaged materials, which fit with the ethos of the Artitude project.



FROM IDEA TO ACTION: WHY THE MEN'S SHED SAID "YES"

8

The climate wheel was an unusual request, different from what the men's shed would traditionally have produced, such as planters and garden furniture. This presented a challenge to the builders, one which they were eager to undertake. The Men's Shed will only take on projects that fit with their ethos - The ethos of Men's Sheds in Northern Ireland revolves around providing a safe, friendly, and inclusive environment for men to connect, socialise, and engage in practical activities, ultimately promoting their wellbeing. The core principles include community, connection, skill-sharing, and a focus on improving men's physical and mental health.

Men's Sheds include:

- Community and connection - provide a place for socialising and friendship, fighting social isolation and loneliness
- Practical Activities: a place for men (and women) to come together to pursue hobbies and learn new skills, often including woodwork, metalwork and other crafts. A men's shed will allow for skill sharing and learning, encouraging a supportive and collaborative environment
- Wellbeing: Men's sheds are a place where activities and social interactions are designed to improve physical and emotional wellbeing

Each member of the Limavady Men's Shed had completed their carbon literacy training, and the task of completing the Climate Wheel was a project that truly aligned with the core principles of the group, typically involving repairing, restoring and repurposing items.

One member of the group - Roy, was considered a master craftsman and so the task was allocated to him, as he also had experience in journey.



Paula Larkin had provided detailed instructions including dimensions of what the climate wheel should look like, along with covering the costs for the project.

Once tasked with the project, the Men's Shed set about looking for the right materials. To fit with the principles of the organisation, repurposed wood was sought. The frame for the wheel was built using the same wood the group used for their planters and garden furniture. As the wheel was quite heavy, the stand needed to be robust enough to safely hold the weight and to withstand the public spinning the wheel regularly. The wood needed to be durable and safe and the stand structured in such a way that it was safe to use. It was important that the wheel stand the test of time, to ensure this high quality wood was utilised to guarantee the wheel could be used for years to come, transported to different venues and events, and be a tactile, used object, not just something to look at. All these factors were considered when designing and building the structure.

The nails on the outside of the wheel, to make the sound, were reused from boxes already in the Men's Shed. The workshop has been described as a 'treasure trove' of materials, with nails and screws of all different sizes available. These were rarely if ever purchased by the group, rather they were donated from individuals, companies and other organisations who no longer needed them. Then Men's Shed then utilised these for their various projects, ensuring what was in the shed was used first before seeking additional materials. A small piece of plastic (again found in the shed) was used along with the nails to create the noise, so that each time the wheel was spun it was a visual and auditory experience.



Once the structure of the wheel was complete, it was handed over to local artist Anna Doherty to use sustainable earth pigment paints when painting on the 12 Climate, Culture and Circularity facts - detailed below.

10

Doherty choose to use sustainable earth pigment paints as they have a number of benefits, whilst also fitting with the ethos and principles of the Artitude project, including:

- Earth pigment paints are made from natural resources, minimising environmental impact and reliance on plastic and petroleum-based chemicals found in other paints such as acrylic.
- These natural ingredients are biodegradable, reducing long term environmental impact. They are also non-toxic so safe for humans and the environment
- Many earth pigments are extremely durable and resist fading over time ensuring the longevity of the climate wheel
- Earth pigment paints have lower levels of volatile organic compounds (VOCs), which can be harmful to air quality and human health, the lower VOC content in earth pigment paints contributes to better indoor air quality.
- Earth pigments encourage a deeper connection with the earth and nature as the colours are derived directly from the earth

Doherty ensured the facts were painted in an aesthetically pleasing manner, drawing the eye to the important information.



BY THE NUMBERS:

KEY FACTS ABOUT THE CLIMATE WHEEL TODAY

11

The below 12 facts were decided upon through a collaborative discussion with Artitude, Repair and Share Foyle, Northern Ireland Resources Network and local climate activists. The below facts are a mixture of National and International issues, all easy to understand and relatable to the general public of the City of Derry and Strabane District Council Area. The use of the wheel at community events was considered when choosing what facts to include, they needed to be accessible to all ages and communities and easy to understand and communicate in a busy environment such as a repair cafe.



1. Only 0.5 per cent of water on Earth is usable and available freshwater – and climate change is dangerously affecting that supply
2. Buying just one white cotton shirt produces the same amount of emissions as driving 35 miles in a car.
3. Over 100 disposable coffee cups are thrown away every second in the UK alone.
4. 3.3 tonnes - the amount of electronic waste produced in the average lifetime of someone living in the UK.
5. 39,000 tons of unsold and unwanted clothes get dumped in the Atacama desert in Chile every year.
6. The UK throws away around 9.5 million tonnes of food waste in a single year.
7. The average consumer now buys 60% more clothing than they did 15 years ago.



8. If food waste were a country it would be the third highest emitter of greenhouse gases after the US & China.

9. It Takes 20,000 Litres of Water to Produce One Kilogram of Cotton.

10. Over 50% of all CO₂ emissions ever produced have occurred since 1990.

11. The world is only 8.6 % Circular - this means that over 90% of what we take from the earth is wasted!

12. Virtually every piece of plastic that was ever made still exists in some shape or form.

13. Approximately 91% of plastic is not recycled.

14. Extending the life of clothes by just 9 months of active use would reduce carbon, water and waste footprints by 20-30% each.

When making a climate wheel, facts can be chosen to target a specific audience. Different audiences respond to different types of information, so using tailored information to the group you are targeting is crucial for effective communication and engagement on climate change issues.

Framing the information to include health and economic benefits can dramatically change how a fact is perceived and understood. By understanding what motivates people, the message can be tailored in such a way that it is more likely to lead to behavioural change.

Facts can be tailored to local, national or international issues depending on the event. Facts can also be tailored to different audiences and ages ranges to ensure maximum understanding and engagement. One idea could be to make a wheel for children or young people, with facts tailored to engage with their interests such as fast fashion, technology etc. Facts could also be tailored to different businesses, such as clothing manufacturers, technology, construction etc. There are endless possibilities for creating a wheel that will engage with different audiences.

PLEDGING FOR THE PLANET: COMMITMENTS INSPIRED BY THE WHEEL

13

By also asking people who spin the wheel to complete a climate pledge - written on a communal and public scroll or notice board, makes the message not only individual, but gives the participant a sense of ownership that doesn't come from simply spinning the wheel.

A pledge is a pre commitment, a psychological strategy for sticking to goals we may otherwise be tempted to give up. By using a communal scroll or notice board, a pledge can set an example or can create a ripple effect for others to follow. By making a public pledge, i.e. something that others can see, we are more likely to follow through and stick to the pledge. It also states publicly that you are committed to the goal.

Completing your pledge could give you a sense of achievement and increase your confidence and determination, helping you to tackle any other changes you want to make in your life.



Some recent climate pledges have included:

- Only buy toys from charity shops
- Support repair centres to reuse things
- Support thrift shops
- Buy less plastics
- Stop buying the latest trends because social media said so
- Try to reduce the weekly clothes washing - encourage the family to wear for longer
- Burrow before buying
- No more fast fashion
- Wear my clothes as long as possible
- Purchase only natural fabrics
- Purchase only natural fabrics
- On the Road: Where the Wheel Has Been and the Stories It's Sparked

The Climate Wheel of Fortune has attended numerous events across the Derry City and Strabane district since its inception, including repair cafes and the Artitude Festival.

Some recent quotes from people who have interacted with the Climate wheel at events:

“ITS COOL, ITS A GOOD IDEA”

“ITS EDUCATING PEOPLE ON THE CIRCULAR ECONOMY”

“THAT'S MAD!!”
(ONE OF THE FOOD FACTS)

“REALLY INTERESTING”

“ITS SCARY”

“SURELY THERE'S A BETTER WAY,
THERE'S SO MUCH WATER NEEDED
TO MAKE CLOTHES AND THINGS”

“IT'S VERY JARRING THE THINGS ON THIS”

The overwhelming response to the wheel has been positive, with participants eager to spin and learn. Its imposing size and noise means it can command attention across any room and is a hit with young and old alike. The current facts are representative of the global circular economy, and are designed to shock and spark a conversation. It is important to note that although the conversations can be startling and the facts grim, the wheel is about inspiring small changes from every day people. Small changes lead to larger movements, creating real change.

The climate wheel is a tool to be utilised, and a great opportunity to engage individuals with the circular economy.

