

Understanding rules and their application for investors

Learning objectives

By the end of this exercise, you'll understand

- What a rule is
- What a regime is
- How rules evolve over time

How to use this tool

We have developed two exercises to meet the learning outcomes with facilitation notes and discussion points to help guide the session. Facilitators should also read the DT foundational thinking document before starting this exercise.

After successfully completing this tool, you can move onto the surges of development tool, which is designed to follow this one.

Part 1

What is a rule?

To begin, the group will familiarise themselves with the concept of rules and dimensions. Next the group will begin to think about how rules are expressed in a socio-technical system.

[Jump to Part 1](#)

Part 2

Guess the rule

The group will see three images and have to guess the rule which links them all.

[Jump to Part 2](#)

Part 3

How rules evolve

With learnings from part one and two, the group will now discuss potential rules of the current mobility system.

[Jump to Part 3](#)

Grounding information

Socio-technical systems provide basic needs, such as energy, mobility, and food. They dictate our everyday behaviour, such as the type and amount of energy we use.

The evolution of each system is driven by a set of rules. A rule is a humanly devised constraint and enabler that structures human action leading to a regular pattern of practice, present in a socio-technical system. Rules are present across many dimensions, including our culture (beliefs and values), policy and governance, business and industry, science and technology, and markets and users.

Our current socio-technical systems are based on a series of unsustainable rules such as fossil fuel dependence, globalisation, linear mass production and mass consumption.

Rule examples:

Mobility system:

Design cars for a nuclear family.

Food system:

Develop technologies mainly for large-scale, industrial, intensive and standardised farming practices.



Key concepts

Socio-technical systems an example of a socio-technical systems is an energy, mobility or food system

Concept	Definition	Examples in mobility system
Rule	A humanly devised constraint and enabler that structures human action leading to a regular pattern of practice, present in a single socio-technical system.	‘Design cars for a nuclear family’.
Meta rule	A single rule present in multiple socio-technical systems.	‘Use fossil fuels as a source of energy for mechanized vehicles (cars)’.
Regime	Relatively stable and aligned rule-sets directing the behaviour of actors along the trajectory of incremental innovation, present in a single socio-technical system.	‘Produce standardized mechanized vehicles’, ‘Design cars for private use’ and other interlinked rules as part of a new landbased road transport regime introduced in the first half of the 20th century.
Meta regime	Rule-sets present in multiple socio-technical systems, coordinating their development and leading to a shared directionality.	‘Use standardized parts in production’, ‘Buy a new product instead of repairing it’ and other interlinked rules underpinning mass production, distribution and consumption in a broad array of systems and countries, especially after World War II.

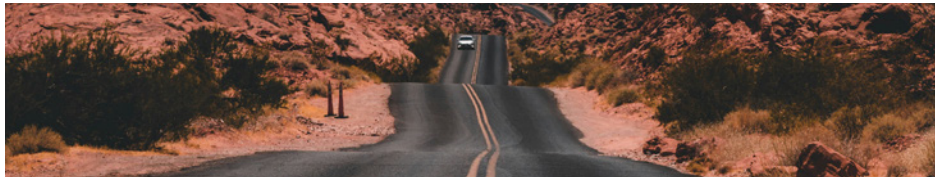
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Part 1: What do we mean by a rule?

Socio-technical systems are a combination of social and technical. When we think about the car there are many aspects (social and technical), which contribute to the mobility system.



The car itself
(science and technology)



Safety regulations, performance standards etc.
(policy and governance)



Everyday use by people
(users and markets)



The car can say a lot about us
(culture)

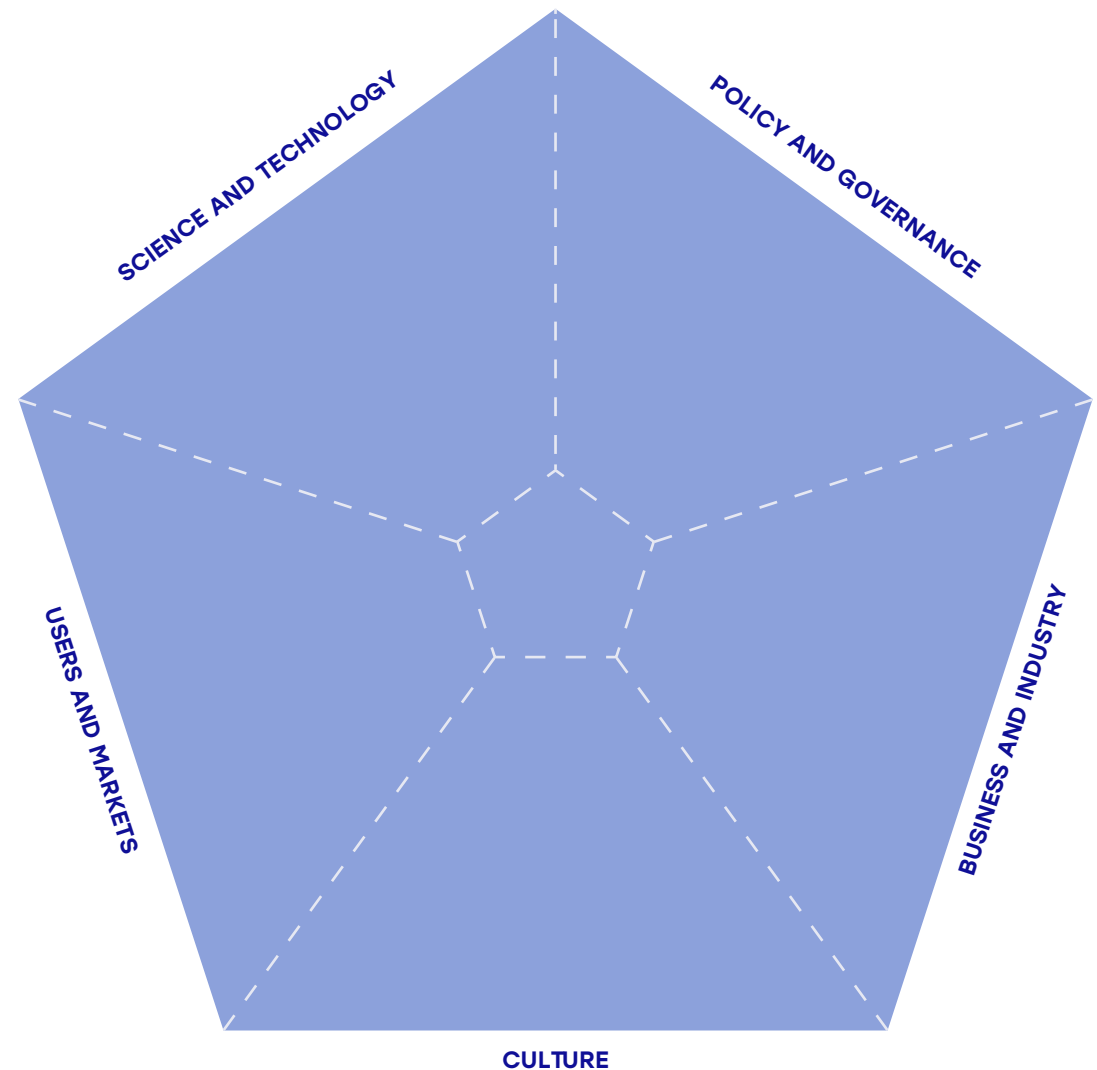


Vehicle manufacturing and distribution
(business and industry)

For each dimension, the group needs to match the rule to the correct dimension – they must study the images on the previous page first. Then look at the list and match these to the correct dimensions in the diagram.

List

1. Plan mobility infrastructure to enable the synchronisation of car travel with non-land based forms of mobility
2. Use fossil fuels for propelling the vehicles and steel for bodies
3. Car is an instrumental machine, a status object, a symbol of liberation and social belonging
4. Road infrastructure is expected to provide seamless movement and point-to-point access with minimal interruptions
5. Use segmented pricing strategies and multi-branding for product differentiation

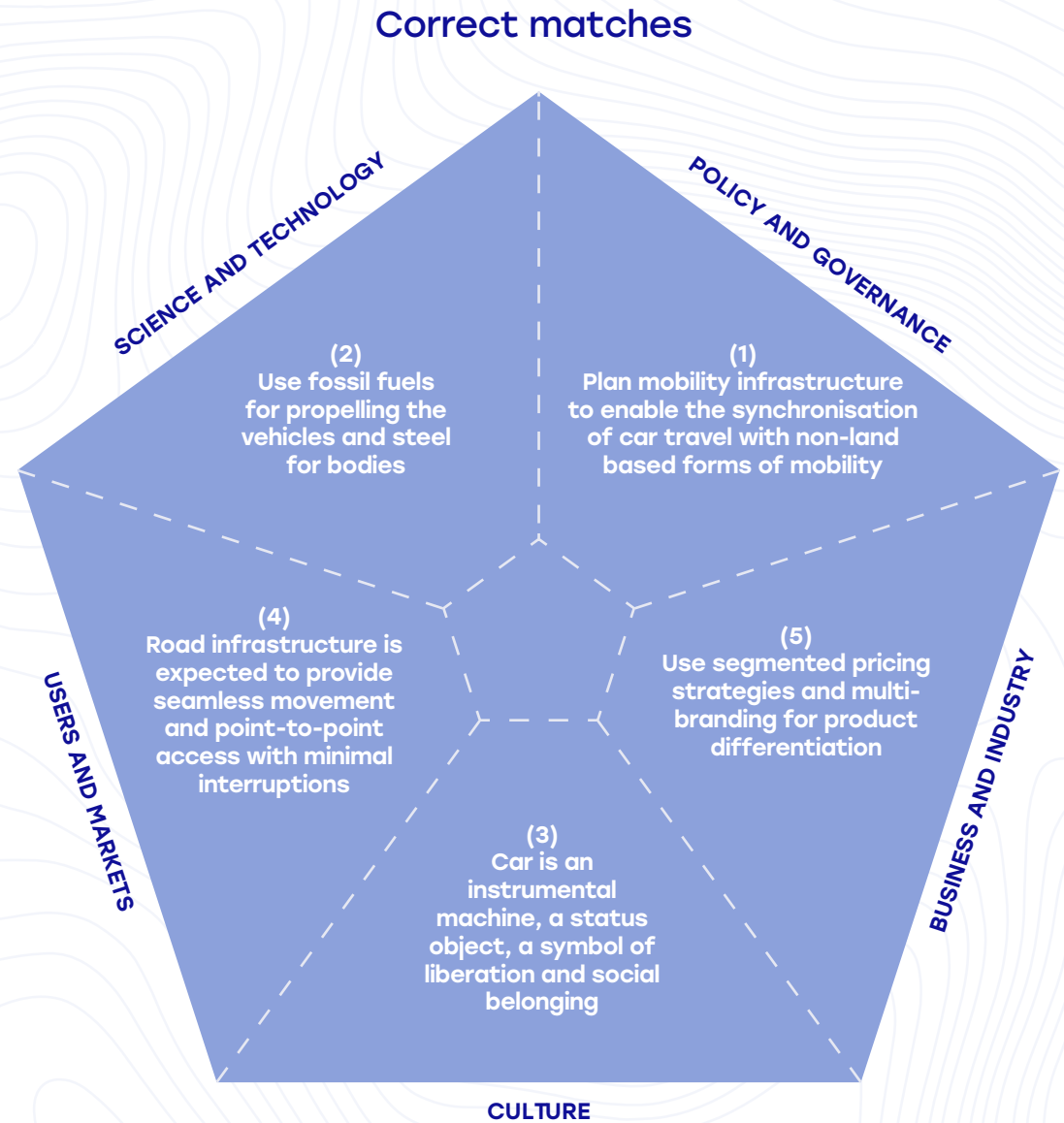


Diagram

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Prompts:

- **Science and technology:**
How is a car powered and built?
- **Business models and market:**
Cars are designed for different people with different tastes and budgets – how do we see this expressed?
- **Regulations and policies:**
If you're headed for a flight – how do you move about the city to get there?
- **Day-to-day life and user practices:**
What is the experience of getting from A to B in a city? What do you expect from a journey?
- **Culture and symbolic meanings:**
How is a car viewed in a western context?
What kind of symbol is the car?
What does the car represent in society?
What are we told through adverts or TV about cars?



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Part 2: Guess the rule

Now the group will play guess the rule. First, they will see example A with three images and a rule which connects them. Discuss this example as a group with the facilitator's guidance.

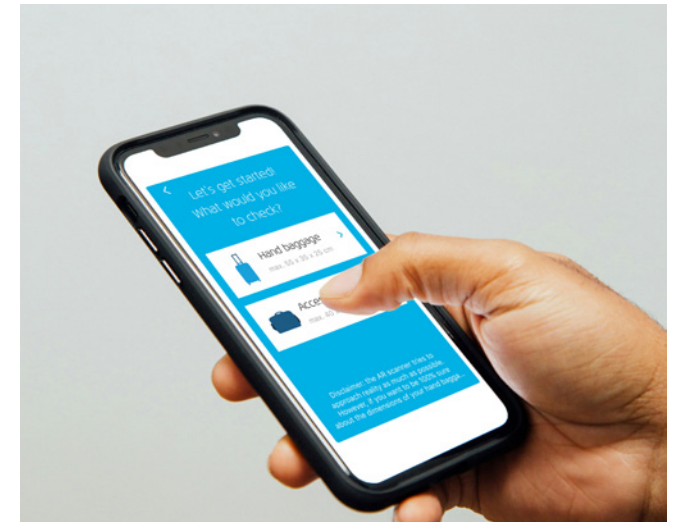
Example A



Netflix curates a 'things you'll enjoy watching' list, customised to your tastes.



You can customise the outside and inside of your car to reflect your style.



When booking a flight, you have the choice to customise your flight by buying optional add ons.

Rule:
“Optimise for flexible customised production and consumption” from the digitalisation meta-regime in the science and technology dimension.

In example B, the group will need to guess the rule themselves. The facilitator knows the rule and guides the group with the provided prompts.

Example B



Rule:

“Design for obsolescence” from the mass production meta-regime in the science and technology dimension.

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Example A:

The rule is “Optimise for flexible customised production and consumption” from the digitalisation meta regime in the science and technology dimension.

Explanation:

Get them to think about how they buy and choose how to use these items.

- When they want to watch something, where do they look first? (“My watch list?”).
- When they buy a car – what is involved in the process? (Picking colours/adding hardware).
- When they buy a flight what options do they scroll through and choose?

Example B:

The rule is “Design for obsolescence” from the mass production meta-regime in the science and technology dimension.

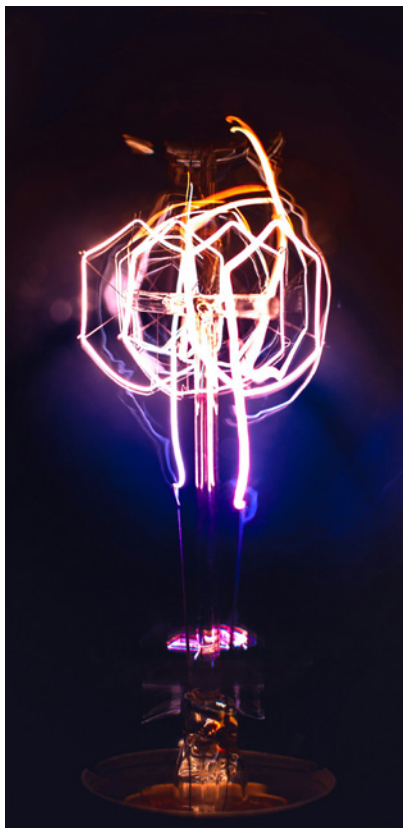
Prompts: Get them to think about how they use these items.

- How often they change them for new items and how they feel when they do so.

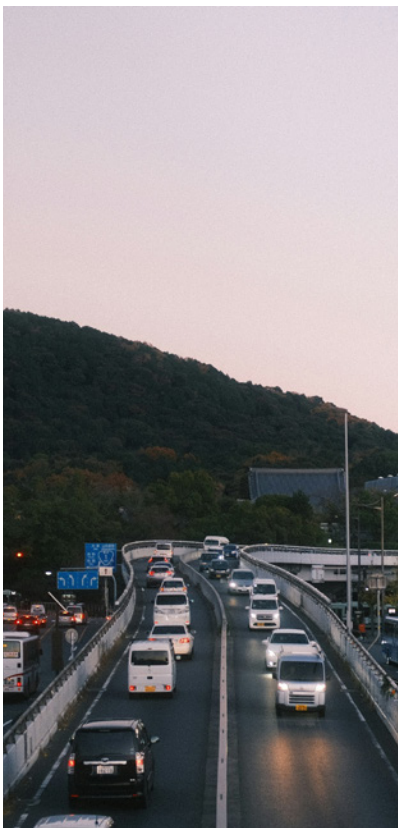
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Part 3: How rules evolve

Now we will take the learnings from part one and two and apply them to the final exercise.



Science and technology



Policy and governance



Users and markets



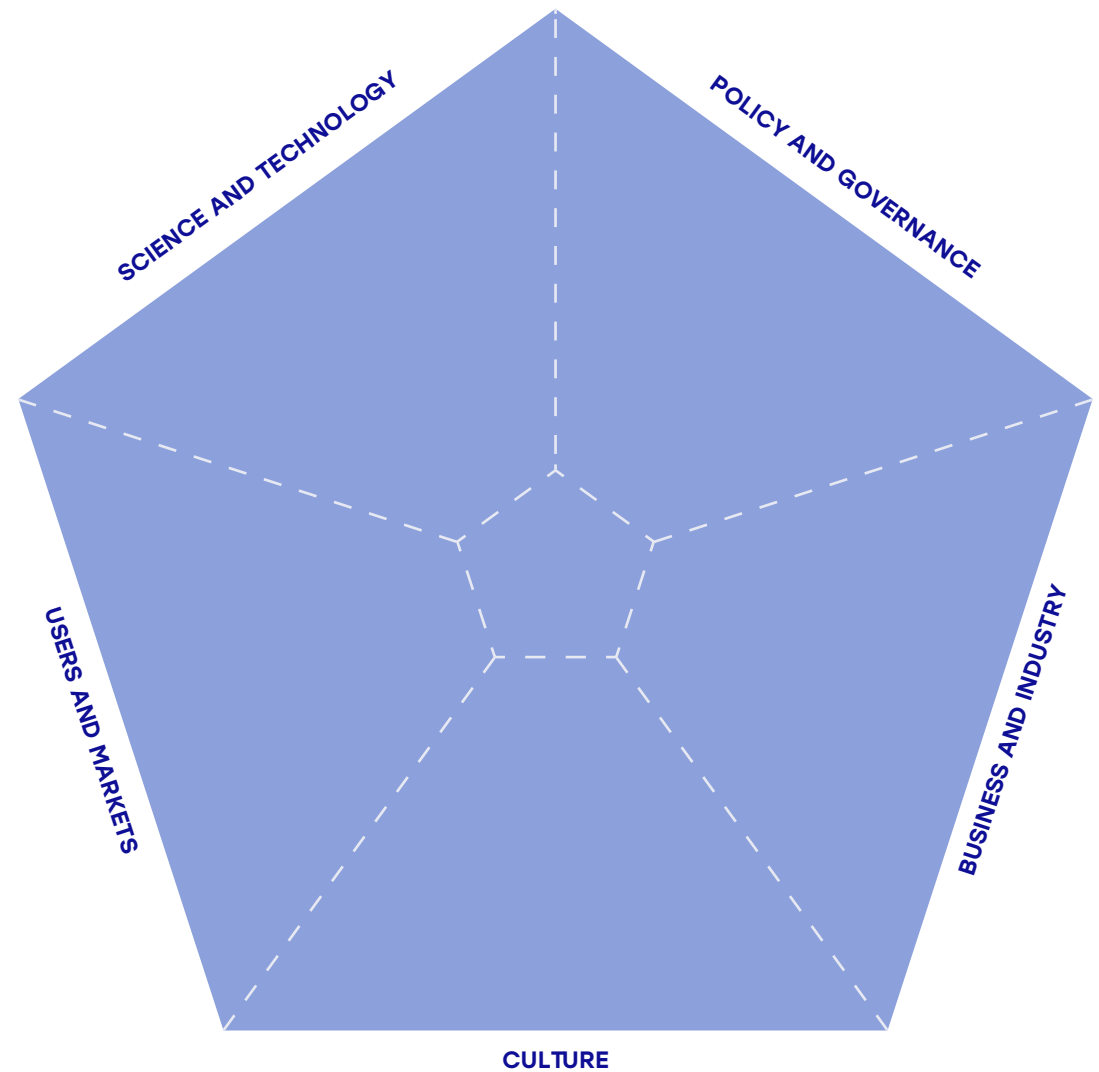
Culture



Business and industry

The group needs to come up with new rules for the current mobility system (for each dimension).

These can be written in each dimension segment. Use the prompts to enable the group to come up with different rules and once completed, reveal the example rule and discuss.



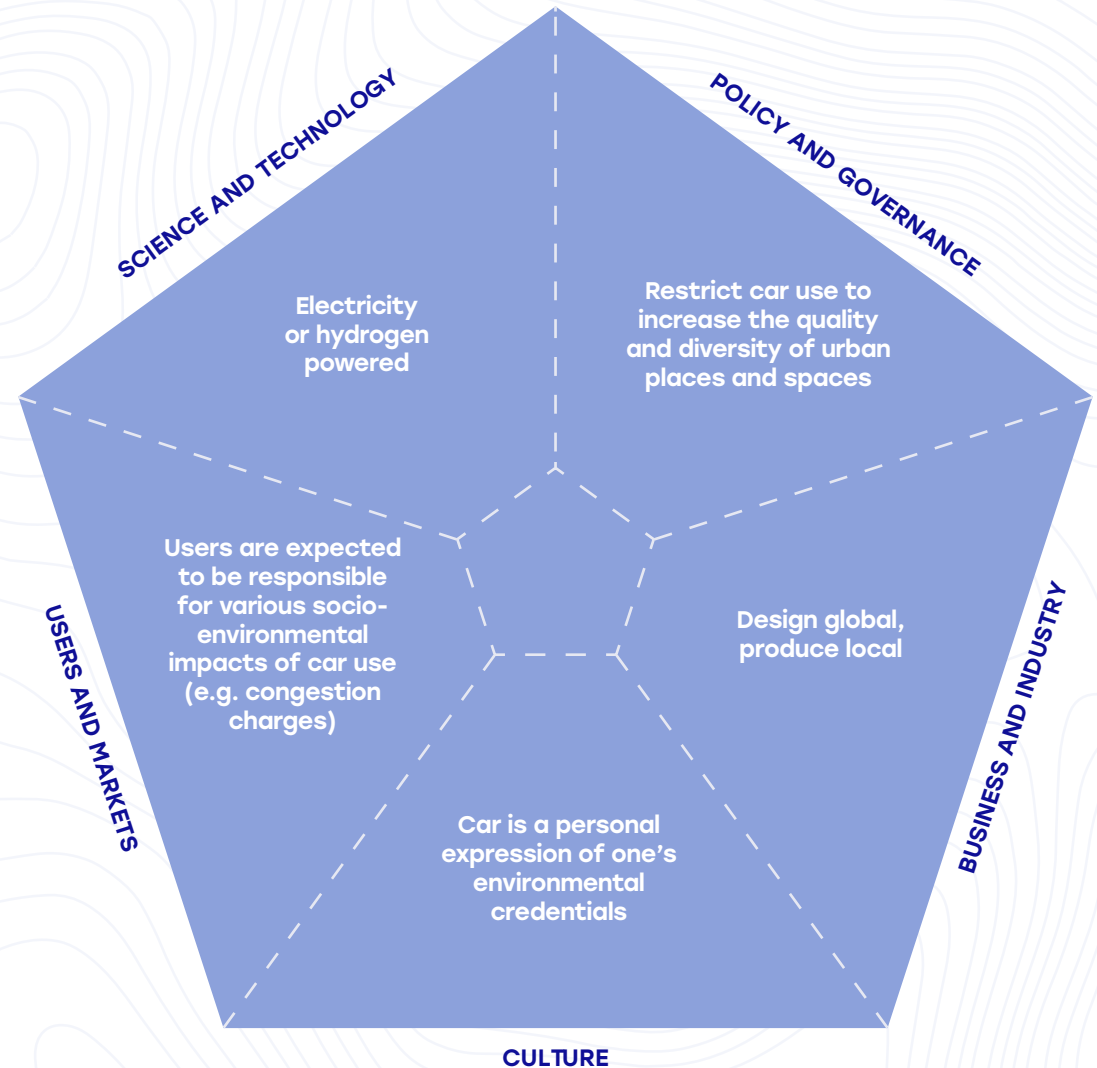
Diagram

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Prompts:

- **Science and technology:**
How has the automobility industry responded to sustainability challenges?
- **Business models and market:**
Think about the reuse/reduce/recycle principles and circularity when it comes to production. Ask them to think about where car parts are produced and the issues with producing global.
- **Regulations and policies:**
What rules concerning driving in cities have we seen in response to sustainability?
- **Day-to-day life and user practices:**
When you drive in a city what do you have to be mindful of?
- **Culture and symbolic meanings:**
How do we expect people to feel who own an EV? What is it meant to show the world?

Example rules to guide discussion towards



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