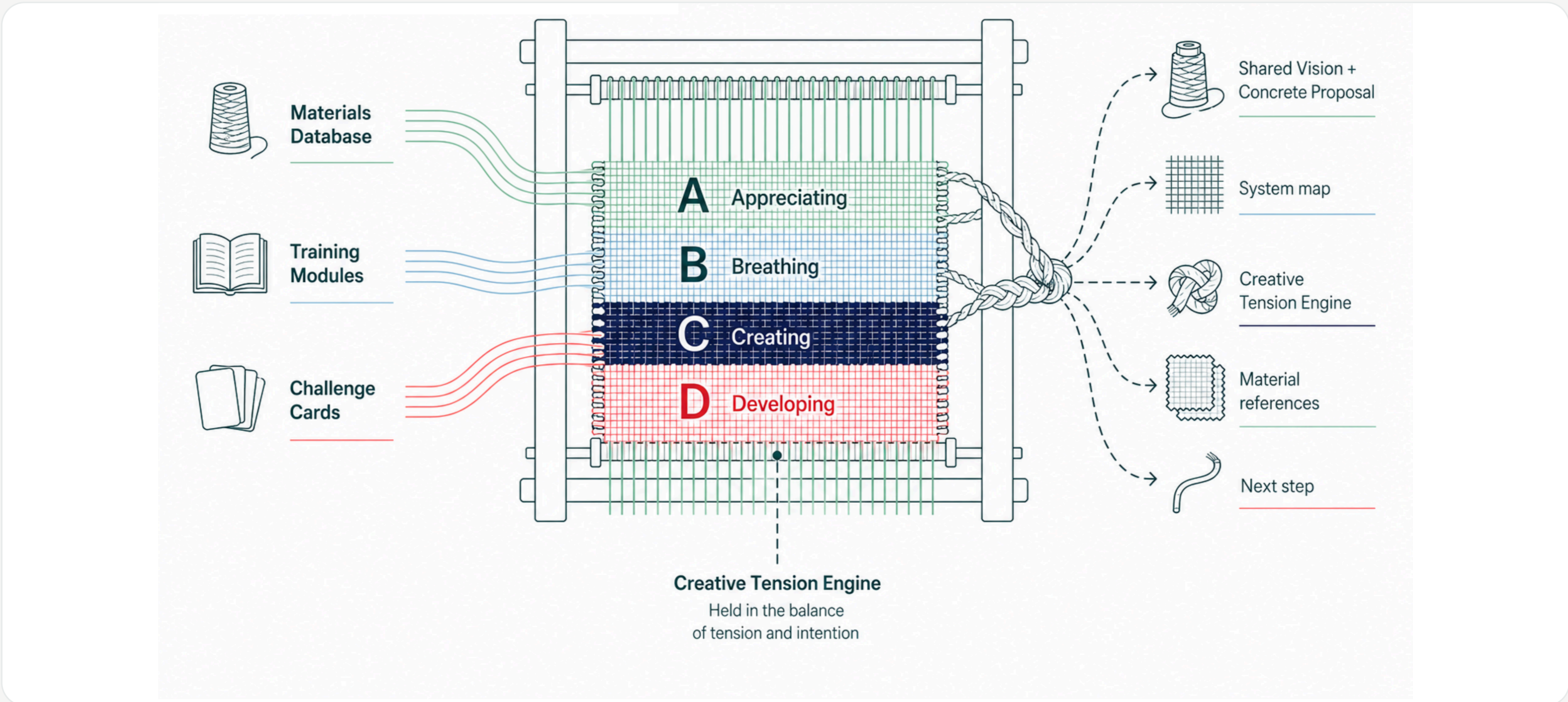


THE IMAGINEERING FRAMEWORK

# The Loom

The Loom is a practical framework for working with **complex sustainability challenges**. Inspired by Diane Nijs' Imagineering approach, it helps teams move from scattered facts and tensions to a shared vision, then into a concrete proposal people can build on.

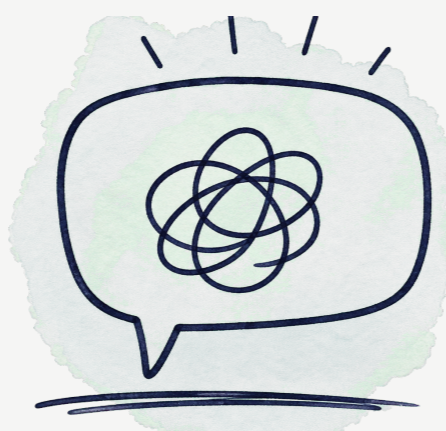
<div data-bbox="155 931 254 1032" data-label="Text"><b>A</b></div> <div data-bbox="155 1071 464 1127" data-label="Section-Header"><b>Appreciating</b></div> <div data-bbox="155 1139 336 1169" data-label="Section-Header"><b>INSPIRATION</b></div> <div data-bbox="155 1193 489 1314" data-label="Text"> <p>Begin with what already works, matters and gives people energy.</p> </div>	<div data-bbox="611 931 709 1032" data-label="Text"><b>B</b></div> <div data-bbox="611 1071 842 1127" data-label="Section-Header"><b>Breathing</b></div> <div data-bbox="611 1139 791 1169" data-label="Section-Header"><b>INSPIRATION</b></div> <div data-bbox="611 1193 989 1314" data-label="Text"> <p>Step back, map the system and see where change could have leverage.</p> </div>	<div data-bbox="1066 931 1165 1032" data-label="Text"><b>C</b></div> <div data-bbox="1066 1071 1272 1127" data-label="Section-Header"><b>Creating</b></div> <div data-bbox="1066 1139 1199 1169" data-label="Section-Header"><b>IDEATION</b></div> <div data-bbox="1066 1193 1444 1314" data-label="Text"> <p>Reframe the challenge into a compelling direction people can rally around.</p> </div>	<div data-bbox="1522 931 1621 1032" data-label="Text"><b>D</b></div> <div data-bbox="1522 1071 1787 1127" data-label="Section-Header"><b>Developing</b></div> <div data-bbox="1522 1139 1766 1169" data-label="Section-Header"><b>IMPLEMENTATION</b></div> <div data-bbox="1522 1193 1913 1314" data-label="Text"> <p>Turn the vision into a clear proposal, ready to test, share and improve.</p> </div>
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THE ENGINE  
**Creative Tension Engine**

Not a problem statement or a solution: a reframing that gives people energy and pulls them toward change.

**Name**  
A phrase people remember.



**Promise**  
What becomes possible.



**Principle**  
A simple rule for decisions.

