

# Creativity and Care Pledge - tips on writing a pledge:

## What

### Pledge definition:

- to make a serious or formal promise to give or do something
- A solemn binding promise to do, give, or refrain from doing something.
- to give as assurance of a promise

### Care Definition:

- to feel interest or concern
- the process of protecting someone or something and providing what that person or thing needs:
- serious attention, especially to the details of a situation or thing

### But it's also:

- suffering of mind : grief
- a disquieted state of mixed uncertainty, apprehension, and responsibility
- to feel trouble or anxiety

## Why

Creating a pledge builds a community of care.

A pledge can be taken by an individual and an organisation.

A pledge supports your future self to keep up on your goals by:

- Supporting the importance of, and difficulty in, making credible commitments
- Identifying the value of framing relationships in a way that suggests focal points
- Expanding the role that tipping can play in creating positive relationship feedback loops.

## How

1. We are creating a collective pledge: use 'we' instead of 'I'
2. Write up a list of actions that support commitment
3. Consider: Surviving (first stage), Dreaming (awareness of change), Visioning (starting the change), Achieving (sustaining the change)
4. Consider the differences: We should (thinking), We want (feeling), We need (embodying), We will (action)
5. Key framing: Interested, Informed, Involved, Immersed, Invested, Innovative.
6. Spend time writing alone, Then work in a pair to merge your ideas, Then work in a group to merge these again and finally merge as a whole into one pledge.

**ALAS**

APPLIED  
LIVE  
ART  
STUDIO