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The Lighthouse – Innovating the Systems Sciences System

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The authors of this abstract sought to discover a way to communicate key systemic
insights to a wider audience and the integration of those insights in real-life systems
where they will have impact. The Lighthouse is a prototype alternative to traditional
methods of disciplinary scholarship. The Lighthouse is a result of applying systems
research, specifically systemic innovation, to the very system by which systems research
is performed and communicated. A *designed* socio-technical system is added to
complement the disciplinary organization, by taking advantage of recent advances in
knowledge media research and development, and contemporary communication design.

By design, The Lighthouse undertakes to fulfill in the systems movement, and in the CET
SIG in particular, a function analogous to a lighthouse – of showing 'stray ships' (various
change or sustainability or thrivability initiatives) a way to the safety of a 'harbor', which
is an outpost of a 'continent' where issues can be handled and understood systemically.
The Lighthouse focuses on a single key issue: Whether the evolution and control of core

societal systems can be relegated to free competition ("the market") – or whether it must be informed by systems research and insights. The current prototype has three phases: (1) synthesis or *federation* of points of view and results relevant to our issue, through a media-enabled transdisciplinary dialog of experts; (2) rendering the results of Phase One in accessible, communicable and engaging formats by applying state-of-the-art communication design; (3) strategic placement of the results of Phase Two in public sphere, and public awareness.

The Lighthouse prototype is designed to evolve continuously, by observing how it meets the real-world challenges, and assimilating insights and results from relevant disciplines, notably the systems research and the knowledge media R&D. In this way this prototype of media-enabled transdisciplinary research is also conceived as a prototype 'boundary object' linking two communities and interests – systems research, and IT innovation. By it, systemic insights are allowed to *directly* influence technological, and also social-systemic innovation.

The Lighthouse is part of our initiative to develop the CET SIG as a systemic innovation hub, where the emergence of better ways of transdisciplinary and transcommunity cross-fertilization is being curated.