



PERMACULTURE DESIGN DECK EFFECTIVE SHARING

Permaculture Association : Continuing Professional Development
Permaculture Institute : Diploma Design Practice
Permaculture Academy : Post-Doc in Permaculture Education

Permaculture Design Deck Effective Sharing

Delvin Solkinson

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Post-Doctorate in Permaculture Education &
Continuing Professional Development

Design 4

Not yet Implimented

Mentor : Larry Santoyo
Tutor : Looby Macnamara

The goal of this design is to create an effective strategy for promoting, distributing and sharing the new Permaculture Design Deck 2022 to the global permaculture community. I aim to do the most essentialized and concise design that I can, while still meeting all the core assessment requirements for a Permaculture Association Diploma design. I will use the **Design Web** as a framework, the same as those in our Group Diploma Adventure are doing for thier second designs.

May this design support others in seeing one creative way of designing a promotional and marketing campaign with the **Permaculture Design Toolkit** and **Cultural Emergence**. Aiming to have a design that also demonstrates how to do a short design while still meeting assessment criteria of the Permaculture Association.



'Guardian of the Flame' by Lindy Kehoe

"The miracle is this: The more we share the more we have."
– Leonard Nimoy



The card deck features text from Delvin Solkinson sharing Permaculture Design Core Concepts learned from Bill Mollison, Rosemary Morrow, David Holmgren, Geoff Lawton, Michael Becker, Toby Hemenway, Larry Santoyo, Susun Weed, Robin Clayfield, Tom Ward, Jude Hobbs, Starhawk & Looby Macnamara. Additional contributions were inspired by Rob Hopkins, Dave Boehnlein, Max Lindegger, Graham Bell, Richard Wallner, Mark Lakeman, Doug Bullock, Andrew Faust, Penny Livingston-Stark, Ian McHarg and P.A. Yeomans. Core source inspiration from Robin Clayfield whose many card decks and games led to this creation. Special thanks to Maddy Harland for her mentorship and support. Tamara Griffiths helped identify many of the principles in early versions of the deck.

This design supports a **creative card deck** sharing a collection of permaculture principles, strategies, attitudes, ethics and design methods. Over 230 cards to support your permaculture practice, learning, teaching, designing and consulting. Can serve as a game, learning tool or oracle. available as a free download for all or as a limited edition printed set.

Art by Brenna Quinlan.
Design by Alexa Spaddy.
Creative direction by Grace Solkinson.

<p>ETHICS</p>	<p>ATTITUDES</p>	<p>STRATEGIES</p>	<p>DESIGN</p>	<p>FRAMEWORKS</p>	<p>DESIGN WEB</p>	<p>7 WAYS TO THINK DIFFERENTLY</p>	<p>GROUNDING GARDENING</p>
RELINQUISH POWER	UNLIMITED YIELD	CELEBRATE	CO-OPERATE	KEYLINE SCALE	VISION	SOLUTIONS THINKING	ROT THE NETTLE
<p>Relinquish power to nature and effective people. Build a team and empower participants to have areas of independent responsibility as well as opportunities for leadership. Trust team-members until trust is broken. Focus on giving rather than receiving.</p> <p>How can you create, maintain and uplift a more successful team of people to work with?</p>	<p>Resources have many different uses and can often be cycled through the system many times. Consider the value of products and byproducts you create, or could create, to both human and ecological communities.</p> <p>How can you make more effective use of your yields while generating new ones?</p>	<p>When reaching goals, both small and large, recognize and celebrate successes by sharing yields. Regular celebrations stir inspiration and passion for work, building confidence, boosting momentum and strengthening the team.</p> <p>What new and creative ways can you use to mark and celebrate small successes.</p>	<p>Forge alliances that share resources and support successes. Network and expand social circles for a constant influx of beneficial connections. Working with, instead of competing against, is nature's way.</p> <p>How can you form more symbiotic relationships?</p>	<p>Organize the placement of elements by their degree of permanence, considering climate, landform, water supply, roadways, tree and plant systems, microclimates, buildings, fences and soil. Identify landscape features like ridges and valleys along with watercourses and optimal water storage locations. Keyline is an ecological approach to broadscale land practices.</p> <p>Can you do a site analysis addressing all the Keyline consideration?</p>	<p>Articulation is the key to manifestation. Describe what you want to create in positive and uplifting ways. Draw inspiration from your passions. Communicate this in a clear, accessible and uplifting way. Identify your core goal. Be engaging.</p> <p>What is your vision for what you want to design?</p>	<p>Everything is an opportunity. Get creative and innovate to bring new perspectives on how to be productive and proactive, reframing problems as opportunities. The world is a web, what you do to better yourself also benefits the world around you. Marrying responsibility with action creates trust and hope for everyone.</p> <p>Be a Solutionary.</p> <p>See the path not the mountain.</p>	<p>The only fertilizers your garden needs are worm-enhanced compost and nettle rot liquid. Stuff a trashcan or compound bucket with coarsely chopped nettle. I use the stalks that remain after we pick off the leaves to use in soup. Fill the container with nettle, then fill with water, cover and let sit until it reeks, at least two weeks. To use, dilute with 3 parts water and pour on the plants you love, the plants you want to thrive, and the plants you want to flower and fruit.</p>
Source: Rose Morrow www.morrowpermaculture.com.au Energy: Delvin Solkinson permaculture.design.us Art: Brenna Quinlan www.brennaquinlan.com Design: Alexa Spaddy www.spaddy.com	Source: Bill Mollison mollison.com Energy: Delvin Solkinson permaculture.design.us Art: Brenna Quinlan www.brennaquinlan.com Design: Alexa Spaddy www.spaddy.com	Source: Michael Becker www.michaelbecker.com Energy: Delvin Solkinson permaculture.design.us Art: Brenna Quinlan www.brennaquinlan.com Design: Alexa Spaddy www.spaddy.com	Source: Bill Mollison mollison.com Energy: Delvin Solkinson permaculture.design.us Art: Brenna Quinlan www.brennaquinlan.com Design: Alexa Spaddy www.spaddy.com	Source: P.A. Yeomans www.yeomans.com Energy: Delvin Solkinson permaculture.design.us Art: Brenna Quinlan www.brennaquinlan.com Design: Alexa Spaddy www.spaddy.com	Source: Looby Macnamara www.looby.com Energy: Delvin Solkinson permaculture.design.us Art: Brenna Quinlan www.brennaquinlan.com Design: Alexa Spaddy www.spaddy.com	Source: Looby Macnamara www.looby.com Energy: Delvin Solkinson permaculture.design.us Art: Brenna Quinlan www.brennaquinlan.com Design: Alexa Spaddy www.spaddy.com	Source: Susun Weed www.susunweed.com Energy: Delvin Solkinson permaculture.design.us Art: Brenna Quinlan www.brennaquinlan.com Design: Alexa Spaddy www.spaddy.com

TABLE OF CONTENTS

Permaculture Design Deck Effective Sharing

Ethics	7
Framework : Design Web	
Appreciation	8
Vision	10
Helps	12
Limits	14
Patterns	16
Ideas	18
Principles	20
Momentum	22
Reflection	24
Pause	26
Integration	28
Action	30
Reflection	31
Evaluation	32
Appreciation Appendix	33

ETHICS DESIGN COMPASS



The Permaculture Design Deck was created with the **PERMACULTURE ETHICS** as a core driver for the design. Similarly the plan to promote, share and distribute the cards intends to demonstrate applied ethics.

Earth Care

Challenges : My teacher Susun Weed said "If you have to put down money to buy it, you are destroying the Earth". Using the computer to promote and share as well as the mail system to send hardcopies out both have an ecological footprint.

Strategies : Use ecological mail packaging including paper tape, brown cardboard boxes and recycled paper padding to protect the cards.

People Care

Challenges : Many people are not on the computer, don't check social media or other online places we may promote the deck.

Strategies : Consider accessibility while seeking opportunities to promote and share the deck to reach the most people. Send hard copies to all contributors and consider how to gift more to permaculture teachers and active people from Permaculture Institutes or Associations.

Fair Share

Challenges : Its expensive for us to gift the decks out, especially the mailing cost.

Strategies : Offer a free download of the full deck and promote it far and wide. Consider getting translations done of some cards to help with access.



APPRECIATION DESIGN WEB FRAMEWORK

Visiting Looby Macnamara, Chris Evans and family at Applewood Permaculture Centre was the start of this design. Here are some highlights, golden keys and unlocks using the **Design Web** from meditations, visions and discussions at ancient sacred sites in England, Scotland and Wales then gleaned while driving across Canada. The design writeup is happening upon arriving back at my family home after 3 years away and the last 12 weeks on the road.

APPRECIATION

By expressing gratitude to the main inspirations, contributors and supporters of the deck, and by sending them hardcopy versions, I can affirm their work and service to this project with a gift of love and the deck itself.

Hand sign the card booklet and hand number the decks to make them a more personalized expression of gratitude.

Include gratitude to all the contributors where ever appropriate in promotional posts on social media or websites.

Grateful beyond words to my beloved teacher **Robin Clayfield**, the core inspiration and patron saint of the Permaculture Design Deck.

A **Core Gratitude** is to acknowledge that the project is the result of collaborations between countless people who have been recognizing and articulating permaculture principles, frameworks and tools since the beginning of the permaculture movement. The deck grows out of the permaculture tradition which is at an emergent stage in its natural succession from being an underground network to becoming an above ground global community co-creating a caring culture.

I put appreciation for the core contributors, mentors and team in the appendix.



'Stay Strong' by Autumn Skye

*"I awoke this morning with devout thanksgiving for my friends,
the old and the new."* - Ralph Waldo Emerson

VISION FOCUSSING



VISION

Spread the Permaculture Design Deck far and wide through the global permaculture community.

Also share with many people who do not yet know the word permaculture. Some of them will discover an alliance with permaculture through contact with the deck.

A **Core Goal** is to have many people and organizations helping to share the deck and the free download link through their networks.



'Tender of the Wild' by Autumn Skye

***"A vision is not just a picture of what could be;
it is an appeal to our better selves,
a call to become something more."***

- Rosabeth Moss Kanter



HELPS SUPPORTING

HELPS

Allies, teachers, students, colleagues are helps in sharing the deck. Networking with all who I am in contact with can help 'Find the Others'.

Permaculture Magazines could help, perhaps they would promote the cards or even let me write a short article about them.

My **motivations for change** are to support the permaculture movement with accessible learning and teaching tools to expand the service of permaculture.

A **Core Support** are those who have already pre-ordered the deck and might help promote it further.



'Guardian of the Sacred White Bundle' by Lindy Kehoe

*"Remember, if you ever need a helping hand,
you'll find one at the end of your arm...
As you grow older you will discover that you have two hands.
One for helping yourself, the other for helping others."*

- Audrey Hepburn



LIMITS

The project is way overbudget so there is not extra money for advertising.

Mailing hardcopies to teachers, contributors and contacts internationally is very expensive.

Core Challenge is financial limits to getting the deck in the hands of teachers, changemakers and influencers.

Core Reframe a successful sharing of the free online edition will stimulate enough sales to cover cost of gifting many of the hardcopies out.



'Promise of Spring' by Lindy Kehoe

"The only way of discovering the limits of the possible is to venture a little way past them into the impossible."

- Arthur C. Clarke



PATTERNS

This design intends to create a pattern that I can use to promote and dispense other permaculture media projects. Others can use this pattern to inform their own designs for promoting media.

Strategic sharing of free printed decks may result in more exposure for the project.

V.I.S.A. is a design tool from Rosemary Morrow for having effective teaching tools.

Visual - Artful and colorful.

Impactful - Keep to essence.

Simple - Keep the text short and clear.

Appropriate - Offering something free as well as for sale.

This will inform the creation of media used to help promote and share the deck.

A **Spiral of Abundance** : Colorful and uplifting newsletter and social media posts result in more subscribers which grows the network for futures.

A **Spiral of Erosion** : Over promoting, for example by doing many social media posts or newsletters within a one month period may result in loss of subscribers and thus lowers opportunities to promote the project.



'Union' by Lilian Kolster

"Creativity involves breaking out of established patterns in order to look at things in a different way." - Edward de Bono



'The Promise' by Lilian Kolster

"Synergy is what happens when one plus one equals ten or a hundred or even a thousand! It's the profound result when two or more respectful human beings determine to go beyond their preconceived ideas to meet a great challenge." - Stephen Covey

IDEAS EXPANDING



IDEAS

Do some podcasts with permaculture pioneers to bring attention to this work and get a chance to mention the new deck.

Produce short videos from interviews with permaculture pioneers in England and Scotland a couple months ago to have more great content to share and attract attention to our website and social media.

Have a separate promotional campaign for the downloaded version of the deck.

Complete new web version of companion book, Permaculture Design Notes, to bring more attention to our toolkit in general.

Choose a core set of cards to get translated into other languages.

A **Core Inspiration** is to connect with the huge team of contributors and collaborators and see what ideas they may have for promoting, distributing and sharing the deck.



'Daughter of the Sun' by Autumn Skye

"Permaculture Principles are indicators of Sustainability."
- Toby Hemenway



PERSPECTIVES & PRINCIPLES

Use Emergence to Support Emergence

- Principle from *Cultural Emergence* by Looby Macnamara

Leave space to incorporate ideas and feedback from my network. Anyone reading this design might share new strategies for promoting permaculture media they have, or even come up with new ones just by reading this design.

Dispersal of Yield

- Principle from *Bill Mollison*

Spread out the sharing, promotion and distribution of the deck over a year instead of trying to do it all at once. At different times of year different people will be receptive to it.

A Core Guidance is to Allow the System to Demonstrate its own Evolution

- Principle from *Bill Mollison*

- Schedule reflection and evaluation each season for the whole year and see how this design evolves. Observe what unexpected sharing opportunities the deck manifests itself. Learn how to design for promotion and sharing by observing what happens naturally as a by-product of my initial efforts.



'Shared Lullaby' by Autumn Skye

"Commitment is the ignitor of momentum."
- Peggy Wood



MOMENTUM

Teach Permaculture Intro Days and PDC's to directly connect with people and use the new deck with those groups.

Find new ways to utilize the deck with different age groups. Find opportunities to trial these with groups.

A **Core Boost** might come from sharing the deck, in-person or online, with other teachers, perhaps even getting a bit of media in the form of photo, video or text of them with the deck or their response.

A tool for taking this further is the **Competency Cycle**
- Tool from Martin M. Broadwell

A movement from
Unconscious Incompetence
to Conscious Incompetence
to Conscious Competence
to Unconscious Competence

I will consider how to become more literate with the deck will training other people to be more literate. First will be the cultivation awkward know how from scripting activities and text describing ways to play. Practicing this on my own and with groups will help make it second nature. Finally I will be able to effectively train others to use and adapt the deck to their own practices.



'Pouring of Compassion' by Lindy Kehoe

**"Life can only be understood backwards;
but it must be lived forwards."**

- Søren Kierkegaard



REFLECTION

In the past looking for new forums, facebook pages or other places to post promotional material yeilded new opportunities.

Learning how to '**Move to Essence**' (*principle from Robin Clayfield*) and communicate in a way that is '**Clear, Concise and Connected**' (*principle from Rosemary Morrow*) will help my promotional material and teachings hit the mark.

Intentions to reflect and evaluate design at autumn Equinox when all cards will be out in the world and in early January.

A **Core Realization** is that continuing to evolve my skills as a designer through doing more designs, supporting others to design and doing design assessments will be a huge help in making this design, and all my designs, more effective, efficient and ethical.



'All Love Tree' by Lindy Kehoe

"The right word may be effective, but no word was ever as effective as a rightly timed pause."

- Mark Twain

PAUSE
RESTORING



PAUSE

The new version of the deck was written in ancient stone circles and temples in the far reaches of the Emerald Isle. It was created during times of powerfully productive pauses. Continuing to pilgrimage to sacred spaces to keep uplifted and inspired may be a powerful support for this ongoing design.

Time in nature away from the computer may help more effective work online to promote and share the project.

A **Core Recharge** comes from sharing in community ceremony, celebration and ritual with friends and the wider network.

EFFECTIVE SHARING



INTEGRATION NEEDS & SYSTEMS

INTEGRATION

Identifying a core highlight from each anchor point, distilling a need and connecting a system to fulfill that need resulted in this integration.

Ethos : Caring Culture

Need : Overcome challenges to applying the ethics, especially financial.

System : Use green mailing supplies for mailing, gift hardcopies of the deck to network of contributors and colleagues. Share free download for all.

Core Gratitude : Permaculture movement and it's pioneers.

Need : Clearly acknowledge those involved.

System : Include source credits in all the promotion and sharing of the project.

Core Goal : Connect with the larger permaculture community.

Activate the network to help share this free resource.

System : Reach out to people individually as well as in groups to share the project and ask for further shares.

Core Support : Backers.

Need : To celebrate backers who pre-ordered the deck.

System : Create a custom video with a heartfelt thanks to backers and invite them to share the project.

Core Challenge : Financial limits.

Need : To earn more money from selling the deck to reinvest in sharing.

Core Reframe : Successful sharing online will stimulate hardcopy sales.

System : Create new website shop and Canadian Etsy.

Core Insight : Infuse visionary color and creativity into online media of the project.

Need : Beautiful photos, video and design work.

System : Create budget for designer to make some custom promotional material.



NEEDS & SYSTEMS INTEGRATION

Core Inspiration : Team of contributors and collaborators.

Need : To inspire the larger team to help share.

System : Reach out to team and provide images and text to stimulate their share.

Core Guidance : Allow the System to Demonstrate its own Evolution.

Need : Let nature take it's course and leave room for Emergence.

System : Give a good amount of time after first wave of promotion and sharing to see what opportunities manifest. Make space to say "yes and".

Core Boost : Time with permaculture teachers and elders sharing the deck.

Need : To continue learning with permaculture pioneers.

System : Map times when visiting teachers online or in person is possible.

Core Realization : Continuing to learn and grow is the best way forward to share.

Need : To increase capacity and become better.

System : Sign up for a teacher training this year and consider convening one.

Core Recharge : Bringing ceremony, celebration and ritual as opportunities to gather with community.

Need : Meaningful community connections.

System : Offer more introductory days, PDC's and the next round of the Group Diploma Adventure.

Core Need : Effective Sharing.

Core System : Promotion of the Permaculture Design Deck in person and online.

Core Movement : Prepare to share.

Need : Create text & images for sharing online & new ways to play with groups.

System : Work with artists, designers and photographers to get great media.



ACTION ACTIVATING

ACTION

Research and plan for green shipping supplies.

Write some promotional text including acknowledging contributors and team.

Make contact individually to core network and to groups of community to share project, provide optional text and images for support.

Celebrate everyone involved and express gratitude.

Expand distribution network with more online sales opportunities.

Co-create some beautiful promotional graphics.

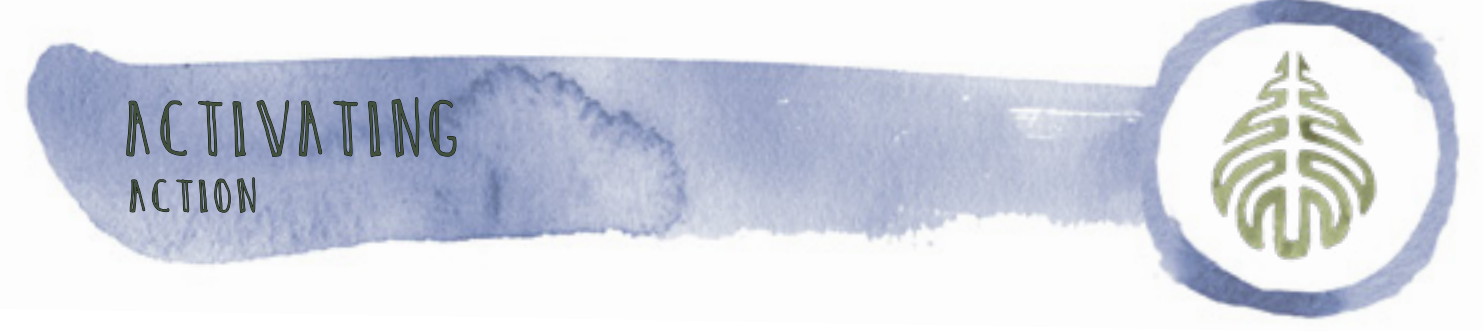
Set intentions for a time to reflect and evaluate on this design to complete it.

Map possibilities to connect with teachers and pioneers including sharing.

Sign up for teacher training and consider convening one.

Organize more in-person intro days and PDC's as well as online teaching.

A **Core Movement** is to organize the text and images to help share the project online.



ACTIVATING ACTION

TIMELINE

June

- Photograph the sample deck and do a final wave of pre-order promo.

July

- Research and order green shipping supplies.
- Printed Decks arrive.
- Begin to fulfill orders.
- Choose a set of cards to get translated.
- Make video to thank backers.

August

- Complete Fulfillment of orders.
- Gift copies to contributors and network.
- Revisit designs done for crowdfunder to remix for use.

September

- Take new photos of the deck in use.
- Release of web edition online.
- Full global promotion and sharing.
- Do reflection and evaluation.
- Set up podcasts.

January

- Do more reflection and evaluation.



REFLECTION

Intending to do the shortest, most essentialized design while still fulfilling requirements still ended up with a 33 pages! The amount of text was relatively small but it still took a long time to do. Months of meditation and 10 hours to write up. Doing a 'quick design' with a smaller scope would be a helpful way to proceed to fulfill this goal.

It was illuminating to do this as a 'Assessment Driven Design' where the Assessment Criteria were used as tools functioning as a designers checklist. In this light the process was kind of reverse engineered from the criteria. I see this has value to demonstrate designs fitting assessment criteria and a good starting point for others to see. This method also has significant limits as it creates a very specifically formatted and structured design that may lack in creativity.

Will come back to Reflection in September and January to after implementation. At which time I will use the design tool **PMI - Plus Minus Interesting** to guide the reflection.



EVALUATION

The design did help me identify some core needs, functions and opportunities for the sharing, promotion and dispensation of the deck resulting in a specific list of actionable items. This further reinforces my confidence in the permaculture design toolkit as being able to support and upgrade any system its applied to.

The design did not fulfill my goal of doing something super short and sweet, perhaps because the scale of the design was too large. The design also seemed too large to demonstrate the core criteria checklist that I started to develop with the help of Wilf Richards and Hannah Thorogood.

Getting the design assessed as part of the Tutor Assessment Training was very helpful and I have gone back and made it significantly better thanks to feedback from Tom Henfrey.

Come back to Evaluation in September and January to evaluate after implementation.

Use tool **Review, Renew, Revise** to evaluate further later
- Tool from Robin Clayfield



APPRECIATION APPENDIX THANKING

After 17 years and many editions, this project has been rewritten and expanded many times. This new 2022 edition was made at sacred sites, stone circles, holy wells and permaculture gardens in Ireland on my honeymoon with Grace Solkinson. She is the project manager for the Permaculture Design Deck and without her this would never have happened. So grateful she drove us up endless single lane tracks in the wilds of the Emerald Isle to find magical druidic sites and stone circles, many older than the pyramids, to get activated in order to bring this new edition to the world. This resulted in a highly refined and edited version, a major upgrade from the last edition that came out in 2018.

The deck is a central design project in my experimental Post-Doctorate in Permaculture Education under the guidance of the extraordinary Larry Santoyo to whom I am eternally grateful. It is also stacked into Continuing Professional Development as a Diploma Tutor with the Permaculture Association under the wing of Looby Macnamara to whom I am infinitely thankful. Considerable mentorship, tutoring and guidance was given by Robin Clayfield, Graham Bell, Aranya and Chris Evans during the co-creation of this new edition to whom I bow low in thanks.

Joyed to share permaculture principles, tools and frameworks I learned from in-person classes, courses and mentorships with Bill Mollison, Rosemary Morrow, David Holmgren, Geoff Lawton, Michael Becker, Toby Hemenway, Larry Santoyo, Susun Weed, Robin Clayfield, Tom Ward, Graham Bell, Jude Hobbs, Mark Lakeman, Starhawk & Looby Macnamara.



THANKING MEETING NEEDS

Additional contributions were inspired by Rob Hopkins, Dave Boehnlein, Max Lindegger, Richard Wallner, Doug Bullock, Andrew Faust, Penny Livingston-Stark, Ian McHarg and P.A. Yeomans.

Special thanks to Maddy Harland for her mentorship and support of my work in permaculture. Deepest of gratitude to Tamara Griffiths helped identify many of the principles in early versions of the deck.

Awesome thanks to my core team:

Grace Solkinson, Kym Chi, Dana Wilson, Annaliese Hordern, Tamara Griffiths

Awesome thanks for core support:

Martin Bridge, Paul Myers, Keri Chiveralls, Dan Palmer, Elijah Santoyo, Jason Gerhardt.

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Awesome thanks to my profound and powerful teachers whose work is at the core of this deck Patricia Michael, Rosemary Morrow, Looby Macnamara, Robin Clayfield, Graham Bell, Jude Hobbs, Tom Ward, Robyn Francis, Starhawk, Bill Mollison, David Holmgren, Scott Pittman, Larry Santoyo, Toby Hemenway, Mark Lakeman, Susun Weed, Chris Evans, Geoff Lawton, Michael Becker, Doug Bullock, Sam Bullock, Jason Gerhardt, Jenny Pell, Penny Livingston-Stark & Peter Cow.

“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.”

- Michelangelo